



The Influence of Personal Selling and Sales Promotion on Consumer Purchasing Decisions at Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency

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ABSTRACT

Increasing competition in the building materials retail sector requires businesses to implement effective marketing strategies to enhance consumers' purchasing decisions. This study aims to analyze the effects of personal selling and sales promotion on consumer purchasing decisions at Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency, both partially and simultaneously. This study employed a quantitative approach with an associative research design. The sample consisted of 40 respondents selected using an accidental sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics version 27. The results showed that the regression equation was $Y = 4.319 + 0.427X_1 + 0.447X_2$. Partially, personal selling had a positive and significant effect on purchasing decisions ($t = 2.679$; $p = 0.011$), while sales promotion also had a positive and significant effect on purchasing decisions ($t = 3.824$; $p < 0.001$). Simultaneously, personal selling and sales promotion had a positive and significant effect on consumer purchasing decisions ($F = 20.532$; $p < 0.001$). These findings indicate that improving salespersons' interaction quality and implementing well-designed sales promotion programs can significantly increase consumer purchasing decisions at Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency.

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INTRODUCTION

The building materials retail industry has become increasingly competitive due to the continuous growth of infrastructure development, residential construction, and commercial building projects across various regions. This competitive environment requires businesses to implement effective marketing strategies capable of creating competitive advantages and influencing consumer purchasing decisions. In today's dynamic business environment, organizational success is determined not only by product quality and competitive pricing but also by the firm's ability to establish effective marketing communication with consumers (Kotler & Keller, 2016).

Consumer purchasing decisions represent one of the most important indicators of marketing effectiveness. According to Kotler and Keller (2016), a purchasing decision is a process through which consumers recognize their needs, search for relevant information, evaluate available alternatives, decide to purchase, and assess their satisfaction after the purchase. This decision-making process is influenced by numerous internal and external factors, including the marketing communication strategies implemented by a company. Consequently, businesses are expected to design marketing communication strategies that not only attract consumer attention but also build trust and encourage purchasing behavior.

Among various marketing communication tools, personal selling plays a significant role in influencing consumer behavior. Personal selling refers to direct interpersonal communication between salespersons and prospective customers through face-to-face interactions aimed at introducing products, providing information, addressing customer inquiries, and developing long-term customer relationships (Kotler & Armstrong, 2018). Through personal selling, sales representatives can tailor their communication to consumers' specific needs, making the interaction more effective than mass promotional activities. The ability of sales personnel to explain product features, negotiate effectively, and establish strong customer relationships is expected to increase consumers' confidence in making purchasing decisions.

Another important element of marketing communication is sales promotion, which is widely employed by companies to stimulate short-term sales. Sales promotion consists of various incentives, such as discounts, gifts, coupons, cashback offers, and other promotional programs designed to encourage immediate purchasing

behavior (Kotler & Armstrong, 2018). Well-designed sales promotion programs not only increase sales volume but also attract new customers while maintaining the loyalty of existing customers.

Within the building materials retail industry, consumer purchasing decisions are generally influenced by several factors, including product availability, pricing, service quality, store location, and promotional strategies. Unlike everyday consumer goods, building materials typically involve relatively high-value transactions, requiring consumers to obtain more comprehensive product information before making purchasing decisions. Consequently, direct interaction between salespersons and customers becomes an essential factor in assisting consumers in selecting products that best meet their construction requirements.

Jafar Plaza Bangunan Tukka Store is one of the building materials retailers located in Central Tapanuli Regency, Indonesia, offering a wide range of construction products, including cement, sand, bricks, paint, steel, ceramic tiles, and other building supplies. Preliminary observations revealed that the store has implemented several marketing activities, particularly through direct customer service and sales promotion programs. However, its promotional activities have not yet been fully optimized, particularly in terms of digital marketing utilization, product information dissemination, and the implementation of structured promotional campaigns. Furthermore, the increasing number of competing building material retailers offering similar products, competitive prices, and comparable services has intensified market competition, requiring the company to improve the effectiveness of its marketing strategies in order to maintain and enhance consumer purchasing decisions.

Previous studies have demonstrated that personal selling and sales promotion are important determinants of consumer purchasing decisions. Dipayanti (2018) reported that both personal selling and sales promotion positively and significantly influence purchasing decisions, both individually and simultaneously. Likewise, Mohammad et al. (2020) found that sales promotion has a significant positive effect on consumer purchasing decisions. Nevertheless, previous findings have shown inconsistent results across different research settings and business sectors, indicating the need for further investigation within the context of building materials retail businesses, particularly in Central Tapanuli Regency. Differences in consumer characteristics, product categories, and competitive environments may contribute to variations in research findings.

Based on these circumstances, a research gap remains regarding the effectiveness of personal selling and sales promotion in influencing consumer purchasing decisions within the regional building materials retail sector. Existing studies have predominantly focused on modern retail businesses and consumer goods, whereas empirical evidence from traditional building materials retailers remains relatively limited. Therefore, this study seeks to contribute to the marketing literature by providing empirical evidence regarding the influence of personal selling and sales promotion on consumer purchasing decisions in the building materials retail industry.

Accordingly, this study aims to examine the effects of personal selling and sales promotion on consumer purchasing decisions at Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency, both individually and simultaneously. The findings are expected to provide practical insights for business managers in developing more effective marketing strategies while also enriching the empirical literature on consumer behavior and marketing communication in the building materials retail sector.

METHODS

This study employed a quantitative approach using an associative research design to examine the effects of personal selling and sales promotion on consumer purchasing decisions. A quantitative approach was selected because the study aimed to investigate the relationships among variables through statistical analysis and to determine the magnitude of the influence of the independent variables on the dependent variable.

The research was conducted at Jafar Plaza Bangunan Tukka Store, located on Prof. Mr. Dr. M. Hazairin Street, Aek Tolang Village, Pandan District, Central Tapanuli Regency, Indonesia. The research subjects consisted of consumers who made purchases at the store during the data collection period.

The study population comprised all consumers of Jafar Plaza Bangunan Tukka Store. Since the exact population size was unknown, the sample was selected using the accidental sampling technique, whereby respondents were chosen based on their availability and willingness to participate during their purchasing activities. A total of 40 consumers participated in this study.

Primary data were collected directly from respondents through a structured questionnaire employing a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To support the primary data, additional information was obtained through observation, interviews, and a literature review.

The study involved two independent variables, namely Personal Selling (X_1) and Sales Promotion (X_2), and one dependent variable, namely Consumer Purchasing Decision (Y). The personal selling variable was measured using indicators of salesmanship, negotiation skills, and relationship marketing, adapted from Hermawan (2017). The sales promotion variable was measured based on promotion frequency, promotion quality, promotion quantity, promotion timing, and target accuracy, as proposed by Kotler and Keller and adapted by Kurniawan (2020). Meanwhile, the consumer purchasing decision variable was measured using indicators including problem recognition, information search, purchase decision, and post-purchase behavior, adapted from Sunyoto (2018) and Sitompul (2019).

Prior to hypothesis testing, the research instrument was evaluated using validity and reliability tests to ensure the accuracy and consistency of the measurement items. Furthermore, the data were examined through the classical assumption tests, including the normality test, multicollinearity test, and heteroscedasticity test, to verify that the data satisfied the assumptions required for multiple linear regression analysis.

The data were analyzed using IBM SPSS Statistics version 27. Hypothesis testing was performed through multiple linear regression analysis to determine the effects of the independent variables on the dependent variable. The t-test was employed to examine the partial effect of each independent variable, while the F-test was used to assess their simultaneous effect on consumer purchasing decisions. In addition, the coefficient of determination (R^2) was calculated to determine the proportion of variance in consumer purchasing decisions explained by personal selling and sales promotion.

The multiple linear regression model employed in this study is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

where:

Y = Consumer Purchasing Decision

α = Constant

β_1, β_2 = Regression coefficients

X_1 = Personal Selling

X_2 = Sales Promotion

ε = Error term

All hypotheses were tested at a 5% significance level ($\alpha = 0.05$). The research hypotheses were accepted when the significance value was less than 0.05, or when the calculated t-value and F-value exceeded their respective critical values.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

This study involved 40 respondents who were consumers of Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency. All respondents were selected using the accidental sampling technique, whereby consumers who made purchases during the data collection period and were willing to complete the questionnaire were included in the study. The sample size was considered adequate for conducting multiple linear regression analysis. Furthermore, the respondent characteristics presented in the study indicate that the collected data were appropriate and sufficient for subsequent statistical analyses.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of Personal Selling (X_1) and Sales Promotion (X_2) on Consumer Purchasing Decisions (Y). The analysis produced the following regression equation:

$$Y = 4.319 + 0.427X_1 + 0.447X_2$$

The regression equation indicates that the constant value of 4.319 represents the baseline level of purchasing decisions when the independent variables are assumed to remain constant. The regression coefficient of 0.427 for personal selling indicates that a one-unit increase in personal selling is expected to increase consumer purchasing decisions by 0.427 units, assuming other variables remain unchanged. Similarly, the regression coefficient of 0.447 for sales promotion suggests that a one-unit increase in sales promotion is associated with an increase of 0.447 units in purchasing decisions. Since both regression coefficients are

positive, the findings indicate that personal selling and sales promotion have a positive relationship with consumer purchasing decisions.

Table 1. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient (B)	Interpretation
Constant	4.319	Baseline purchasing decision
Personal Selling (X_1)	0.427	Positive effect
Sales Promotion (X_2)	0.447	Positive effect

Partial Hypothesis Testing (t-test)

The partial t-test was conducted to determine the individual effect of each independent variable on consumer purchasing decisions.

The results revealed that Personal Selling obtained a t-value of 2.679 with a significance level of 0.011, which is lower than the significance threshold of 0.05. Therefore, personal selling has a positive and statistically significant effect on consumer purchasing decisions.

Similarly, Sales Promotion yielded a t-value of 3.824 with a significance value of 0.000, which is also below 0.05. This result indicates that sales promotion has a positive and statistically significant effect on consumer purchasing decisions.

Table 2. Results of the Partial t-test

Variable	t-value	Sig.	Decision
Personal Selling	2.679	0.011	Significant
Sales Promotion	3.824	0.000	Significant

Simultaneous Hypothesis Testing (F-test)

The simultaneous F-test was conducted to examine the combined effect of personal selling and sales promotion on consumer purchasing decisions.

The analysis showed that the calculated F-value was 20.532, which exceeded the F-table value of 3.252, with a significance level of 0.000. Since the calculated F-value is greater than the critical value and the significance level is below 0.05, personal selling and sales promotion simultaneously have a positive and statistically significant effect on consumer purchasing decisions at Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency.

Table 3. Results of the Simultaneous F-test

F-value	F-table	Sig.	Decision
20.532	3.252	0.000	Significant

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was employed to measure the extent to which personal selling and sales promotion explain the variation in consumer purchasing decisions. Based on the Model Summary generated by SPSS, the R Square value indicates that the two independent variables explain a substantial proportion of the variance in purchasing decisions, while the remaining variance is attributable to other factors not included in the research model, such as pricing, product quality, store location, service quality, and store image. The exact R Square value should be reported according to the SPSS output presented in the original study.

Discussion

The Effect of Personal Selling on Consumer Purchasing Decisions

The findings demonstrate that personal selling has a positive and statistically significant effect on consumer purchasing decisions. This indicates that salespersons' ability to explain product specifications, provide consultation, respond to customer inquiries, and establish strong interpersonal relationships enhances consumers' confidence in making purchasing decisions.

In the context of building material retailing, personal selling plays a critical role because consumers generally require detailed information regarding construction materials, product quality, and recommendations that match their specific building needs. Direct interaction with sales personnel provides additional value that cannot be achieved through mass promotional media alone. These findings are consistent with Kotler and Armstrong (2018), who argued that personal selling is one of the most effective marketing communication tools for building customer relationships and encouraging purchase decisions. Furthermore, the results support the findings of Dipayanti (2018), who reported that personal selling positively influences consumer purchasing decisions.

The Effect of Sales Promotion on Consumer Purchasing Decisions

The findings also reveal that sales promotion has a positive and statistically significant effect on consumer purchasing decisions. Promotional programs such as price discounts, purchase incentives, and other promotional offers successfully attract consumers' attention and encourage them to complete purchasing transactions.

At Jafar Plaza Bangunan Tukka Store, sales promotion serves as an important marketing stimulus, particularly when consumers compare prices and promotional benefits with competing building material retailers. These findings are in line with Kotler and Armstrong (2018), who defined sales promotion as a short-term incentive designed to encourage immediate product purchases. The present study also corroborates the findings of Mohammad et al. (2020), who concluded that sales promotion significantly affects consumer purchasing decisions.

The Simultaneous Effect of Personal Selling and Sales Promotion on Consumer Purchasing Decisions

The simultaneous hypothesis testing demonstrates that personal selling and sales promotion jointly exert a positive and statistically significant influence on consumer purchasing decisions. This finding suggests that both marketing strategies complement one another in influencing consumer buying behavior.

Personal selling contributes by providing personalized information, building trust, and strengthening customer relationships through direct interaction. In contrast, sales promotion offers economic incentives that accelerate consumers' purchasing decisions. The integration of these two marketing strategies represents an effective approach to enhancing the competitiveness of Jafar Plaza Bangunan Tukka Store within the increasingly competitive building materials retail industry.

From a managerial perspective, these findings imply that store management should continuously improve the competencies of sales personnel through training in communication skills, product knowledge, and negotiation techniques. Additionally, sales promotion programs should be designed more strategically through seasonal discounts, bundled product packages, customer loyalty programs, and digital marketing initiatives to expand promotional reach. The implementation of these strategies is expected to strengthen consumer purchasing decisions and improve the store's long-term competitive performance.

CONCLUSION

Based on the findings of this study, it can be concluded that personal selling and sales promotion have a positive and statistically significant influence on consumer purchasing decisions at Jafar Plaza Bangunan Tukka Store, Central Tapanuli Regency. Partially, personal selling significantly enhances purchasing decisions through salespersons' ability to provide comprehensive product information, establish effective communication, and build strong relationships with consumers. Likewise, sales promotion positively influences purchasing decisions by attracting consumer interest and encouraging purchasing behavior through various promotional programs. Simultaneously, both variables exert a significant effect on consumer purchasing decisions, indicating that more effective implementation of personal selling and sales promotion strategies leads to a greater likelihood of consumers making purchasing decisions. Therefore, Jafar Plaza Bangunan Tukka Store is encouraged to continuously improve the competencies of its sales personnel and develop more innovative and sustainable sales promotion programs to strengthen its competitive advantage and foster long-term customer loyalty.

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