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The Influence of Advertising and Personal Selling on Purchasing Decisions at Borobudur Department Store, Karawang Branch

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Keywords: Advertising, Personal Selling, Purchasing Decisions.

Abstract--The purpose of this research was to determine how much influence advertising and personal selling on purchasing decisions at Borobudur Department Store in the Karawang area. The method used in this research is descriptive verification. In this study, researchers used three variables, namely two independent variables (X_1 and X_2) and one dependent variable (Y). In this case, variable X_1 is advertising and variable X_2 is personal sales, which is a variable that affects variable Y , namely the purchase decision at Borobudur Department Store, Karawang Branch. In this study, the population is 1200 customers at Borobudur Department Store, Karawang Branch, which is obtained from the calculation of the customers of Borobudur Department Store, Karawang Branch per day, an average of 40 people (customers) x 30 days = 1200 people. The population of 1200 people and based on the table above, in this case, an error rate of 10% is used, and the sample obtained is 221 people. The data obtained from the results of this study is that there is a correlation between Advertising (X_1) and Personal Sales (X_2) with a correlation coefficient value of 0.855 and has a strong and unidirectional relationship because the value is positive. Partial effects between Advertising (X_1) and Personal Sales (X_2) Purchasing Decisions (Y) are as follows: a. there is a partial influence between Advertising (X_1) on Purchasing Decisions with a value of 0.399, b. There is a partial influence between Personal Seller (X_2) on Purchase Decisions (Y) with a value of 0.471. Because 0.471 is greater than 0.399, it can be stated that the Personal Seller variable contributes more to the Purchase Decision than the Advertising variable, this is because the respondents prioritize The attention-grabbing Personal Salesperson makes the purchase decision, then the advertising itself. The total simultaneous influence between Advertising (X_1) and Personal Sales (X_2) on Purchasing Decisions (Y) contributed 70.4% to Purchasing Decisions while the remaining 29.6% was the contribution of other variables (ϵ) which were not examined in this study.

1 Introduction

Competition in the business world is getting fiercer, especially in the face of a new era. One of the causes is the effect of globalization and the economic crisis that has hit Indonesia several years ago. Although according to various assessments from economists who know that Indonesia is not ready to face the free market because it has to comply with the Asean Free Trade Area (AFTA) agreement, Indonesia has finally opened the taps of free trade. As a result, the business world in Indonesia is forced to face foreign competitors who are not only strong in terms of capital but also technology and the high quality of existing human resources.

For example in the trading industry, intense competition requires companies to be more active in promoting their products. By applying the right marketing strategy or method, business people must be better prepared for this era. The consequences of economic globalization have blurred national borders. Now the economic activity of a country is not only a problem for the country concerned, but also for other countries.

Moreover, in this globalization era, a new phenomenon will emerge, namely the global consumer. This is characterized by a critical, sophisticated, and increasingly well demanding consumer. Consumers not only pay attention to product usability but also on quality, cost, delivery, and customer satisfaction itself. As a result, the company must increase its competitiveness to maintain its business continuity through various improvements, both in terms of price, promotion, product quality, distribution, sales, and service strategies.

Representing the improvements that must be made by a company, in terms of promotion, advertising is an activity related to two areas of everyday human life, namely economy, and communication. In the field of economy, advertising acts as a strategic marketing effort, namely an effort to introduce new goods or services to gain more profit. According to [Kustadi Suhandang \(2010: 13\)](#) said: "Advertising is a mass communication process that involves a certain sponsor, namely the advertiser (advertiser), who pays for the services of a mass media for broadcasting its advertisements". Meanwhile, according to [Agus Hermawan \(2012: 72\)](#), advertising is all forms of non-personal presentation and promotion of ideas, goods, or services carried out by certain companies.

Then Personal Selling is one component of the promotion mix in addition to *advertising*, *sales promotion*, and *publicity* which emphasizes communication that is persuasive in nature to arouse the possibility of consumers to make purchases. According to [Kotler and Armstrong \(2001: 112\)](#) say that "Personal Sales are personal presentations by salespeople of the company to enter sales and build relationships with customers". Then [Tjiptono \(2008: 224\)](#) says: Personal selling is direct communication (face to face) between sellers and prospective customers to introduce a product to potential customers and form a customer's understanding of a product so that they will then try to buy it.

The two improvements above are one of the spearheads to increase sales. In the marketing mix carried out by the company where the marketing mix that is implemented can cause feedback for the company. The success of a company is

determined by the ability of the company's management to take advantage of opportunities in society and manage the existing marketing mix.

According to Kotler (2004: 205), there are five types of promotions commonly referred to as the promotion mix, namely *advertisers*, *personal selling*, *sales promotion*, *public relations* and *publicity*, and *direct marketing*. The five types of promotions contained in the promotional mix are interrelated.

Meanwhile, according to Kotler (2004: 264) Promotion mix is a special ingredient of personal advertising, sales promotion, and public relations that companies use to achieve their advertising and marketing goals.

Marketing a product requires several activities that involve various resources. As a phenomenon that is currently developing, in marketing, there is a part that has a direct relationship with consumers, namely in the *sales product* section. This section consists of several divisions, especially those related to the marketing system carried out by marketing.

In general, *department store* business growth is not as fast as other retail businesses such as *hypermarkets* and *minimarkets* that sell food products and so on. While a *department store* is retail that sells non-food products, namely fashion commodities including clothes, bags, shoes, accessories, which are organized into parts (*department*) with a self-service purchasing system. *Department stores* range in size from 600 m² to 40,000 m² such as Sarinah and Pasar Raya, but most *department stores* range in size from 1,000 - 4,000 m².

Initially, this industry developed for the first time in 1962 in Jakarta with Sarinah as the first *department store*. The birth of Sarinah inspired the emergence of shops that became the forerunners of several big local players such as Matahari, Borobudur, and Ramayana. Following this, several foreign *department stores* entered Indonesia to compete in this business, such as Sogo, Metro, and so on.

Although it has grown in line with the development of mall construction and the economy continues to grow, the number of *department stores* is not as high as *hypermarket*, *supermarket*, and *minimarket* retailers. Currently, the number of *department stores* is recorded at around 300 outlets, relatively small compared to the number of *hypermarket*, *supermarket* and *minimarket* outlets. Currently, *department store* type retailers are still dominated by old players such as Matahari, Borobudur, Ramayana, Sogo, and Metro.

The growth of *department stores* is not too high, because *department stores* also have to compete indirectly with *hypermarkets*. This is because most consumers change their spending allocation from products that become *department store* businesses (fashion, shoes, and accessories) to daily necessities.

From Aprindo's data, until mid-2019 the number of *department stores* was recorded at around 300 outlets. This growth is relatively small where the addition of only tens of new outlets, compared to the growth of other retail outlets, namely *hypermarkets* and *minimarkets*, which can increase to hundreds of outlets each year.

Meanwhile, the distribution of *department store* locations is still dominated in the Jabodetabek area, with the rest in West Java, Central Java, and East Java. The number of *department store* outlets in Java is more than 50% of all *department store* outlets nationally.

The proper application of personal selling in the company will give a big contribution or benefit in marketing a product. In personal selling, salespeople can directly identify the needs, wants, motives, complaints, and consumer behavior. Furthermore, with their perceptive and auditory powers, salespeople can receive feedback on messages and explanations according to the level and degree of delivery. If the feedback shows that messages are not as received as they should be, the salesperson will quickly make adjustments to the presentation method. Thus, companies have the opportunity to pinpoint their targets more effectively than other means of promotion.

It can be seen that the role of personal selling is very important for the company because the messages conveyed are individual and two-way in nature so that sellers can provide persuasive information that can affect purchasing interests and increase sales. Without personal selling, companies will find it difficult to obtain information that occurs in the market. Therefore, in personal selling, a salesperson must be able to carry out the sales process as follows: *prospecting, preapproach, approaching, presentation, handling objection, closing, and follow-up*, (Kotler and Armstrong, 2001: 224-226).

Based on the description above, the authors are interested in researching with the title "**The Influence of Advertising and Personal Selling on Purchasing Decisions at Borobudur Department Store, Karawang Branch**"

2 Research Methodology

The research method is basically a scientific way of obtaining data for specific purposes and uses. The scientific way of research activities is based on scientific characteristics, namely rational, empirical, and systematic (Sugiyono, 2012: 2). This study using descriptive and verification research methods.

According to Sugiyono (2008: 5) that descriptive research is research conducted to determine the value of the independent variable, either one or more (independent) variables without making comparisons or linking with other variables. Meanwhile, verification research according to Sugiyono (2010: 13) states that quantitative research methods are used to examine a specific population or sample, and data analysis is statistical to test predetermined hypotheses. The descriptive method in this research includes descriptive research. *Correlation research* according to Consuelo (in Husein Umar, 2009: 25) is a study designed to determine the level of the relationship between independent variables and the dependent variable and the magnitude of the direction of the relationship/influence that occurs.

The purpose of descriptive research is to obtain a systematic description of the advertising variable, personal selling as the independent variable, and the purchasing decision variable as the dependent variable. Meanwhile, the verification aims to test the hypothesis with statistical calculations. In this study, researchers used three variables, namely two independent variables (X_1 and X_2) and one dependent variable (Y). In this case, variable X_1 is advertising and variable X_2 is personal sales, which is a variable that affects variable Y , namely purchasing decisions at Borobudur *Department Store*, Karawang Branch. In this study, the population is 1200 customers at Borobudur *Department Store*,

Karawang Branch, which is obtained from customer calculations. Borobudur *Department Store* Branch Karawang per day an average of 40 people (customers) x 30 days = 1200 people. The population of 1200 people and based on the table above, in this case, an error rate of 10% is used, and the sample obtained is 221 people. The sampling technique or the calculation of the number of samples using *incidental sampling* is a technique of determining the sample based on chance, i.e. anyone who accidentally/incidentally meets the researcher can be used as a sample if it is considered that the person who happened to be met is suitable as a data source. (Sugiyono, 2013: 85). The data collection technique uses observation, questionnaires, and interviews.

3 Research Result

The following are the results of research obtained from the data obtained, namely:

The magnitude of Relationship between Independent Variables

In path analysis, the relationship between the independent variables which have a meaningful relationship can be calculated as the amount of direct or indirect influence. The indirect effect is the multiplication of the path coefficient and its correlation coefficient. Therefore, the respective coefficient between the independent variables is calculated first. For more details, the relationship between the two independent variables can be explained as follows:

Table 1
Correlation Between Service Quality (X_1) and Product Diversification (X_2) Correlations

		Service quality	Product_Diversification
Service quality	Pearson Correlation	1	.492**
	Sig. (2-tailed)		.000
	N	125	125
Product_Diversification	Pearson Correlation	.492**	1
	Sig. (2-tailed)	.000	
	N	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Results, 2020

Based on the table above, the correlation coefficient value between the independent variables, namely Service Quality (X_1) and Product Diversification (X_2) is 0.492.

This correlation can be explained in the image below:

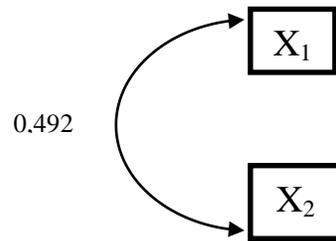


Figure 1

The relationship between the independent variables X_1 and X_2 . Based on the analysis, the correlation coefficient between the independent variables, namely Service Quality (X_1) and Product Diversification (X_2), can be assessed at 0.492. Thus Service Quality (X_1) with Product Diversification (X_2) has a strong and unidirectional relationship because the value is positive.

3.1 Path Analysis

Based on the results of data processing using SPSS 16.0, path coefficients are obtained for each variable Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y). The results of the analysis can be seen in the table below:

Table 2
Path Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.187	3.264		1.283	.202
Service quality	.365	.071	.319	5.163	.000
Product_Diversification	.590	.061	.599	9.699	.000

a. Dependent Variable: Purchase_Decision

Source: SPSS Data Processing Results, 2020

The table shows the value of the path coefficient between Service Quality (X_1) and Product Diversification (X_2) variables on Purchasing Decisions (Y). The path coefficient values are respectively described as follows:

3.2 Service Quality Variable Path Coefficient (X_1) on Purchasing Decisions (Y)

Based on the table, the path coefficient for the Service Quality variable (X_1) on the Purchase Decision (Y) is 0.319. This shows that the direct effect of the Service

Quality variable (X_1) on the Purchasing Decision variable (Y) is 0.319. So that the equation $Y = 0.319 X_1$ is obtained. The direct effect can be described as follows:

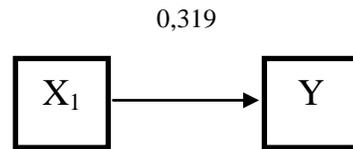


Figure 2

Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)

Source: Data Processing Results, 2020

3.3 *Product Diversification variable path coefficient (X_2) on Purchasing Decision variable (Y)*

Based on table 4.106, the path coefficient for the Product Diversification variable (X_2) on the Purchasing Decision variable (Y) is 0.599. This shows that the direct effect of the price variable (X_2) on the Purchasing Decision variable (Y) is 0.599 so that the equation $Y = 0.599 X_2$ is obtained.

The direct effect of the variable X_2 on Y can be described as below:

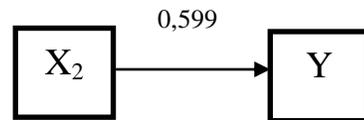


Figure 3

Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)

Source: Data Processing Results, 2020

3.4 *The direct effect of the variables X_1 and X_2 on Y can be illustrated below:*

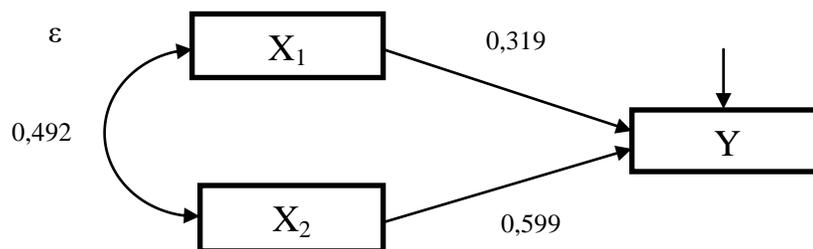


Figure 4

Direct Influence of Service Quality Variables (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)

Source: Data Processing Results, 2020

Based on Figure 4.54, shows that the associative positive degree or path coefficient of the Product Diversification variable (X_2) is 0.599 higher than the Service Quality variable (X_1) 0.319 which means that Product Diversification (X_2)

has more influence on Purchasing Decisions (Y) than Service Quality (X₁). The path equation is as follows:

$$Y = 0,437X_1 + 0,479X_2 + \varepsilon$$

Explanation:

X ₁	=	Service quality
X ₂	=	Product Diversification
Y	=	Buying decision
ε	=	Another variable that is not measured, but affects Y

3.5 Simultaneous Direct and Indirect Effect of Service Quality Variables (X₁) and Product Diversification (X₂) on Purchasing Decisions (Y)

a. Partial Effect of Service Quality (X₁) on Purchasing Decisions (Y)

The direct and indirect effect of Service Quality (X₁) on Purchasing Decisions (Y) can be seen in the following table:

Table3
Direct and Indirect Effect of Service Quality (X₁) on Purchasing Decisions (Y)

Variable	Path Analysis Interpretation	Calculation	Magnitude of Influence
Service quality (X ₁)	Direct Influence to Y	0,319 ²	0,101
	Indirect Influence of X ₁ to Y	0,319x0,599x0,492	0,094
amount			0,195

Source: Data Processing Results, 2020

Table 3 shows that the indirect effect of service quality (X₁) on purchasing decisions (Y) is 0.195 or 19.5%.

b. Partial Effect of Product Diversification (X₂) on Purchasing Decisions (Y)

The direct and indirect effects of Product Diversification (X₂) on Purchasing Decisions (Y) can be seen in the following table:

Table 4
Direct and Indirect Effects of Product Diversification (X_2) on Purchasing Decisions (Y)

Variable	Path Analysis Interpretation	Calculation	Magnitude of Influence
Product Diversification (X_2)	Direct Influence to Y	$0,599^2$	0,359
	Indirect Effect of X_2 to Y	$0,319 \times 0,599 \times 0,492$	0,094
amount			0,453

Source: Data Processing Results, 2020

Table 3 shows that the indirect effect of the Product Diversification variable (X_2) on Purchasing Decisions (Y) is 0.453 or 45.3%.

c. Simultaneous Effect of Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)

Simultaneous direct and indirect effects of Service Quality (X_1) and Product Diversification (X_2) variables on Purchasing Decisions (Y) can be seen in the following table:

Table 5
Direct and Indirect Effects of Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)

Variable	Direct Influence	Indirect Influence		Subtotal Influence
		X1	X2	
Service quality (X_1)	0,101	—	0,094	0,195
Product Diversification (X_2)	0,359	0,094	—	0,453
Total Influence				0,648
Influence of Other Variables				0,352

Source: Data Processing Results, 2020

Table 5 above shows that the total influence caused by Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y) is 0.648 or 64.8%. The effect of other variables outside the model is $1 - 0.648 = 0.352$ or 35.2%.

The total effect of the variables X_1 and X_2 on Y is stated by the coefficient of determination (R^2).

The amount of R^2 is shown in the table below:

Table 6
Coefficient of Determination (R^2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.648	.642	4.58427

a. Predictors: (Constant), Product Diversification, Service Quality

b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results, 2020

Based on table 6, it shows that the coefficient of determination (R^2) is 0.648 or 64.8%, then the Purchasing Decision variable (Y) can be explained by the Service Quality (X_1) and Product Diversification (X_2) variables or it can be interpreted as Service Quality (X_1) and Product Diversification. (X_2) has a contribution to purchasing decisions (Y) of 64.8%, while the remaining 35.2% is the contribution of other variables (ϵ) which are not studied.

3.6 Hypothesis Testing Results Correlation between Service Quality (X_1) and Product Diversification (X_2)

Hypothesis testing of the relationship between Service Quality (X_1) and Product Diversification (X_2) is carried out using the t statistical test, namely the following formula (Riduwan, 2013: 136):

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Discovered: $r = 0,492$
 $n = 125$

Then:

$$t = \frac{0492\sqrt{125-2}}{\sqrt{1-0,492^2}}$$

$$t = \frac{0,492(11,090)}{\sqrt{1-0,2420}}$$

$$t = \frac{5,456}{0,758}$$

$$t = 7197$$

The price of t_{count} above is then compared with t_{table} at an error rate of 5%, $db = n - 2 = 125 - 2 = 123$, then we get $t_{\text{table}} = 1.960$. Thus it is known that $t_{\text{count}} (7197) > t_{\text{table}} (1,960)$, it can be stated that H_0 is rejected, meaning that there is a significant relationship between Service Quality (X_1) and Product Diversification (X_2).

3.7 Hypothesis of Partial Influence of Variables

Hypothesis analysis has a partial effect between each independent variable on the dependent variable; the following is a table of the partial affects of Service Quality (X_1) and Product Diversification (X_2) variables on Service Quality (Y) as follows:

Table7
Partial Influence of Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.187	3.264		1.283	.202
Service quality	.365	.071	.319	5.163	.000
Product_Diversification	.590	.061	.599	9.699	.000

a. Dependent Variable: Purchase_Decision

Source: SPSS Data Analysis Results, 2020

3.8 Hypothesis of Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)

The partial effect of service quality on purchasing decisions can be seen through statistical testing using the following hypothesis:

H_0 : $\rho_{yx_1} = 0$: There is no effect of service quality on purchasing decisions

H_1 : $\rho_{yx_1} \neq 0$: There is an effect of service quality on purchasing decisions

Test Criteria: Reject H_0 if Sig. $< \alpha$ or $t_{count} > t_{table}$

Based on the table, it can be concluded and shown in the table as follows:

Table8
Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)

Structural	Sig.	A	t_{count}	t_{table}	Conclusion
ρ_{yx_1}	0,000	0,05	5.163	1,960	Reject H_0

Source: Data Processing Results, 2015

Table 8, shows that the sig. (0.000) $\alpha (0.05)$ and $t_{count} (5.163) > t_{table} (1.960)</math> then H_0 is rejected thus it can be concluded that Service Quality partially affects the Purchasing Decision.$

3.9 Hypothesis of the Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)

The partial effect of product diversification on purchasing decisions can be seen through statistical testing using the following hypothesis:

H_0 : $py_{x_2} = 0$: There is no effect of Product Diversification on Purchasing Decisions.

H_1 : $py_{x_2} \neq 0$: There is an effect of Product Diversification on Purchasing Decisions

Test Criteria: Reject H_0 if Sig. α or $t_{count} > t_{table}</math>$

Based on the table, it can be concluded and shown in the table as follows:

Table9
Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)

Structural	Sig.	A	t_{count}	t_{table}	Conclusion
Py_{x_2}	0,000	0,05	9.699	1,960	Reject H_0

Source: Data Processing Results, 2015

Table 9 shows that the sig. (0.000) $\alpha (0.05)$ and $t_{count} (9.699) > t_{table} (1.960)</math> then H_0 is rejected. Thus it can be concluded that Product Diversification partially affects Purchasing Decisions.$

3.10 Simultaneous Variable Effect Hypothesis

The effect of service quality (X_1) and product diversification (X_2) simultaneously on purchasing decisions (Y) can be seen through hypothesis testing as follows:

H_0 : $py_{x_2} = 0$: There is no simultaneous influence between service quality and product diversification on purchasing decisions.

$H_1 = py_{x_2} \neq 0$: There is a simultaneous influence between service quality and product diversification on purchasing decisions.

Table10
Results of the Calculation of the Value of F
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4715.309	2	2357.654	112.186	.000 ^a

Residual	2563.891	122	21.016		
Total	7279.200	124			

a. Predictors: (Constant), Product_Diversification, Service_Quality

b. Dependent Variable: Purchase_Decision

Results of SPSS Data Processing, 2020

Based on table 10, the above shows that $\text{sig} (0,000) < \alpha (0,05)$. The simultaneous effect of X_1 and X_2 on Y is shown in table 4.115 as follows:

Table11

The simultaneous effect of service quality variables (X_1) and product diversification (X_2) on purchasing decisions (Y)

Struktur	Sig.	A	f_{count}	f_{table}	Conclusion
pyx_1	0,000	0,05	112,186	3,07	Reject H_0

Results of SPSS Data Processing, 2020

Based on table 11 above shows that the $\text{Sig.} (0.000) < \alpha (0.05)$ and $f_{\text{count}} (112.186) > f_{\text{table}} (3.07)$, meaning that H_0 is rejected. Thus it can be concluded that there is an influence between Service Quality (X_1) and Product Diversification (X_2) simultaneously on Purchasing Decisions (Y). The simultaneous effect can be described as follows:

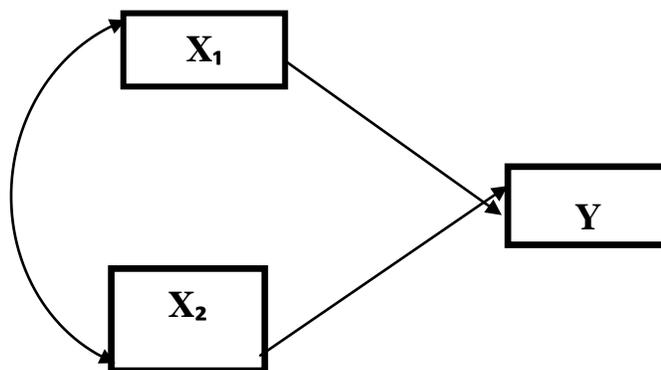


Figure 5

Simultaneous Influence of Variable Service Quality (X_1) and Product Diversification (X_2) to the Purchase Decision (Y) Test f

Conclusion

Based on the formulation and research objectives compared with the results of research and discussion, the following conclusions can be made:

1. Advertising (X_1) at Borobudur *Department Store*, Karawang Branch is on the agreed criteria. 7 indicators fall into the criteria quite agree, namely advertising that uses the media to attract attention, providing solutions to problems through advertisements, explaining products that benefit in detail, explaining superior products, explaining the right solutions to products,

explanations the right solution regarding the product needed, Emotional attraction. The remaining 8 indicators are agreed on criteria, namely, advertising that attracts attention, consumer interest in the product being advertised, consumer accuracy regarding the product being offered, consumer confidence in the product, confidence in buying products, tendency to make purchases, product suitability based on ad impressions, product suitability based on informational advertisements.

2. Personal Seller (X_2) at Borobudur *Department Store*, Karawang Branch is on the agreed criteria. 3 indicators fall into the criteria quite agree, namely first meeting product offers, meeting, explaining product quality. And the 12 indicators with agreed criteria, namely, first meet salespeople with attractive appearance, being friendly when greeting, a language that is easy to understand, product knowledge, explanation of product advantages, investigating, clarifying, clearly explaining buyer needs, providing the desired product, being non-pushy, order inquiries, order inquiries regarding existing products.

3. The purchase decision (Y) at the Borobudur *Department Store*, Karawang Branch, seen from the recapitulation that has been tested by the respondents, is in the criteria of sufficiently agreeing to the purchase decision.

4. There is a correlation between Advertising (X_1) and Personal Sales (X_2) with a correlation coefficient of 0.855 and has a strong and unidirectional relationship because the value is positive.

5. Partial effect between Advertising (X_1) and Personal Sales (X_2) Purchasing Decisions (Y) as follows:

a. There is a partial influence between Advertising (X_1) on Purchasing Decisions with a value of 0.399.

b. There is a partial influence between Personal Seller (X_2) on Purchase Decisions (Y) with a value of 0.471.

Because 0.471 is greater than 0.399, it can be stated that the Personal Seller variable contributes more to the Purchase Decision than the Advertising variable, this is because the respondent prefers Personal Sellers who attract attention to make purchasing decisions, then the advertising itself.

6. The total simultaneous influence between Advertising (X_1) and Personal Sales (X_2) on Purchasing Decisions (Y) has contributed 70.4% to Purchasing Decisions while the remaining 29.6% is the contribution of other variables (ϵ) which are not examined in this research.

Suggestion

Suggestions that can be considered by the company in connection with the research results can be described as follows:

1. In general, advertising at the Borobudur *Department Store*, Karawang Branch is good, but there is still the lowest value of the 15 indicators, namely the indicator explaining superior products, this is due to the lack of delivery of superior products in the advertisement, more buzz promo discounts, but can be further enhanced by the existence of consumer confidence in high-quality products to increase sales turnover at the Borobudur *Department Store*, Karawang Branch.

2. In general, personal sales at the Borobudur *Department Store*, Karawang Branch are good, but there is still the lowest value of the 15 indicators, namely the met indicator, this is because meeting alone does not satisfy consumers, but it can be increased with an explanation of product quality, product advantages, clear buyer's needs, providing the desired product, and behaving not to force consumers to decide on a purchase decision at the Borobudur *Department Store*, Karawang Branch.

3. In general, the Purchase Decision is quite high, but there are still low indicators, namely the external stimulation indicator with a score of 689, the criteria are quite agreeable, this is because there is still low knowledge of the products at Borobudur *Department Store*, Karawang Branch, it is hoped that it will be further improved. In terms of advertisements that are easy to understand, understand, and right on target so that many make purchasing decisions at the Borobudur *Department Store*, Karawang Branch.

4. Advertising and personal selling are promotional mixes that influence each other. This is evidenced by the strong relationship between these variables, but from these two variables personal sales are more dominant than advertising, this is because advertising at the Borobudur *Department Store*, Karawang Branch has not been widely used. The respondent knows that it is still low, so it should be further improved in terms of advertising so that respondents know more so that more consumers make purchasing decisions to increase sales turnover at Borobudur *Department Store*, Karawang Branch.

5. Advertising is a factor that influences purchasing decisions, based on the results of respondents' responses from all existing indicators there is one indicator that has the smallest value, namely the indicator that explains superior products with sufficiently agreed criteria, this is because it explains superior products that are superior not very satisfying to consumers. So it can be concluded that explaining superior products must be in more detail on target so that it is easy to understand and the respondent decides to purchase at the Borobudur *Department Store*, Karawang Branch.

6. Personal seller is the dominant factor influencing purchasing decisions, based on the results of respondents' responses from all the existing indicators there is one indicator that has the smallest value, namely the indicator meeting the criteria are quite agreeable, this is because meeting alone will not be able to satisfy the respondent without a conveyor- delivering high-quality products to the Borobudur *Department Store*, Karawang Branch.

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