



Analysis of Sales Strategy Factors Against Consumer Purchase Interest in Buying Motorbike: Empirical Study on Sinar Baru Dealer Pamekasan

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Abstract

The purpose of this study was to determine the sales strategy which consists of determining targets, serving and selling simultaneously influencing consumer buying interest in buying motorbikes at the new Sinar pamekasan dealer. To find out which factor has the most dominant influence on consumer buying interest at the new Sinar Baaru dealer in Pamekasan. This study uses a quantitative method, using multiple linear regression equation techniques, and the population in this study are all consumers who are making purchases at a new ray dealer in pamekasan, so from that the population in the pamekasan new ray dealer is not counted or unlimited. The sample used in this study is random sampling, which is 100 respondents are needed within 4 days, but if within 4 days the respondent is still less than the target, the researcher will ask for more time to reach the targeted number of respondents. In the calculation of the analysis using SPSS, it can be seen that $R = 0.870$, which value is in the range between 0.80 - 1.00, which means that the correlation or relationship level of the 3 independent variables is in the "very strong" level. Acquisition of SPSS calculation results, which is F count 99.258, this value is greater than FTable (99.258 > 2.70). (X2) obtained TStat 9.960 > Ttable 1.987, and selling (X3) TStat 2.887 > Ttable 1.987. which has the greatest t coefficient value is serving (X2) which is equal to tcount 9.960 > Ttable 1.987. Thus, it can be concluded that serving has a dominant effect on consumer buying interest at Sinar BaruPamekasan Dealer.

Keywords: *Sales Strategy; Consumer Buying Interest*

Introduction

In the current era of globalization, the business world is developing very rapidly, one of which is the automotive business. Motorbikes are a means of transportation used to facilitate daily activities (Goldman, T., & Gorham, 2006; Martín-Cejas, R. R., & Sánchez, 2010; Dinye, 2013; Larouche et al., 2014; Obudho et al., 20120; Pham et al., 2020). Many companies engaged in transportation such as motorbikes compete and compete to offer their products. Each company provides the best advantage of the products offered to consumers, so that these companies can seize the competitive market.

In the past, Sinar Baru dealers have had many customers or consumers who make repeated purchases. Unlike the current year, where the buyers are not as many as in previous years, Sinar Baru Dealers will carry out a more efficient sales strategy so that customers or consumers come back as before.

Sales strategies that will be used by Sinar Baru pamekasan dealers include setting targets, serving and selling. To determine the target, later the new Pamekasan ray dealer is by introducing each motorcycle that is offered to consumers, and explaining the advantages and disadvantages of consumers. Based on the description above, the authors are very interested in conducting research, so in this study the authors raised the title "Analysis of Sales Strategy Factors Against Consumer Purchase Interest to buy a motorbike at a Sinar Baru Pamekasan dealer".

Research Purposes

Based on the background and problem formulations above, the objectives of this research can be put forward, namely:

1. To find out the factors of the sales strategy consisting of determining targets, serving, and selling, simultaneously influence consumer buying interest in Sinar Baru Pamekasan Dealer?
2. To find out which factor is more dominant in influencing consumer buying interest at Sinar Baru Pamekasan Dealer?

Previous Research

1. Anas (2005), Efforts to Increase Sales Volume Through Advertising Strategies PT. Setio Budi Luhur Tours & Travel Surabaya. The object in the research of travel service users Setio Budi Luhur Tours & Travel, the variables in this study using sales and advertising, carried out by growth mean analysis, least square estimation analysis and multiple linear regression analysis. The results in the analysis of growth mean it is known that the average growth in sales turnover, sales volume, frequency of advertising activities and frequency of advertising costs have increased, and also in serving the most influential on sales of these products.
2. Arianty (2014), The Effect of Marketing Strategy on the Sales Volume of Yamaha Mio Motorcycles at PT. Alfa Scorpii Sentral Yamaha. The results found that the Serving Variable to the increase in sales volume either partially or simultaneously, however, from the regression equation the relationship revealed was a positive relationship.
3. Budiasa (2013), Analysis of the Effect of Marketing Strategy on Product Sales Value at UD. Kopi Bali Banyuatis, Singaraja The results of this study, the F test shows that the variable serving has a significant effect on the value of product sales at UD. Bali Banyuatis Singaraja coffee. t-test showed that the Serving Variable Most Influential to the value of product sales at UD. Bali Banyuatis Singaraja coffee.

Theoretical Basis

Definition of a Sales Strategy

the sales strategy is to move the customer position to the purchasing stage (in the decision-making process) through face-to-face sales. (Fandy Tjiptono, 2008: 249).

The activities in the sales strategy include setting goals, serving and selling:

Setting Goals

Strategies to achieve goals related to:

1. How work targets must be met.
2. How the organization will give focus (attention to the customer).
3. How the organization will improve service performance and other aspects.
4. How the organization will carry out its mission.

There are several indicators of determining goals including:

1. Individual market
2. Special market
3. The market is segmented

Serve

Serving is providing services to customers consulting problems, providing technical assistance, arranging financing, making deliveries. (Kotler and Keller, 2008: 262).

There are several indicators in providing a service to customers, namely:

1. Reliability
2. Responsiveness
3. Empathy

Sell

In the large Indonesian dictionary it is explained that selling is giving up something in the hope of getting money back (Fikri Aditya, 2007: 183).

In selling goods or services in the hope that they will get a profit from these transactions, and the seller can be interpreted as the transfer or transfer of ownership rights to the goods or services from the seller to the buyer (Hermawan Kertajaya, 2010: 14; Sakti, 2020; Ramadhani, 2020; Kurniati et al., 2020; Blackman & Brown, 2020). There are several indicators that used in selling activities, namely:

1. Attention
2. Interest
3. Desire

Interests Buy

Consumer purchase interest is a consumer behavior where consumers have a desire to buy or choose a product based on their experience in choosing, using and consuming or even wanting a product (Kotler, 2003: 181; Brune et al., 2020; Subawa et al., 2020; Feil et al., 2020; Lim et al., 2020; Policarpo & Aguiar, 2020). The following are indicators of consumer buying interest:

1. Culture
2. Social
3. Personal

Research Methods

Research Sites

The research location is allocated on the stadium street no.132, RW.06, Ombul, Lawangan Daya, Pademawu, Pamekasan district.

Types of research

This type of research is an associative or relationship research using the survey method. According to Sugiono (2006: 11) associative research is research that aims to determine the relationship between two or more variables.

Types and Sources of Data

The type of data used in this study is primary data. The data obtained by researchers directly in the field are sourced from consumers by distributing questionnaires to be filled in and then collected.

Population and Sample

The population in this study are all consumers who make purchases at the new light dealer Pamekasan.

The sampling technique in this research is incidental sampling technique. Namely, accidental sampling to meet or meet consumers or people who are buying or have bought.

Operasional Definition of Variable

The variables used in this study are as follows:

1. Independent Variable with the Symbol X

The independent variable is a variable that stands alone and is not influenced by other variables. With the following indicators:

- a. **Setting goals (x_1)** is a sales strategy carried out by Sinar Baru Dealers to consumers so that consumers buy a product sold by the company and consumers can buy the product repeatedly. With the following indicators:
 1. Individual market
 2. Special market
 3. The market is segmented
- b. **Serve (x_2)** is an activity carried out by a company to provide a service to consumers. With the following indicators:
 1. Reliability
 2. Responsiveness
 3. Empathy
- c. **Selling (x_3)** is the company's ability to offer a product to consumers to buy. With the following indicators:
 1. Attention
 2. Interest
 3. Desire

2. Variable Bound with the Symbol Y

In this study, the Y variable is consumer buying interest in buying a motorbike at the new beam dealer in Pamekasan. With the following indicators:

1. Culture
2. Social
3. Personal

Data Collection Technique

The data collection technique used in this research is a field survey, a field survey is carried out by seeing directly how consumers are interested in the sales strategy carried out by the new Sinar Pamekasan dealer by distributing questionnaires to respondents using a Likert model research scale with a range of 1 to 5. to identify a very good-very bad answer.

Data Analysis Technique

To analyze existing problems and to test the correctness of the discussion, it is necessary to analyze the data used in this paper:

Quantitative analysis.

Research Result

Based on the results of calculations using the SPSS program, the multiple linear regression equation from the study is as follows:

Multiple regression equation.

Table 1. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	s.td Error	Beta		
1 (Constant)	.167	.269		.620	0.537
X1 (Determining Goals)	.210	.067	.194	3.138	0.002
X2 (Serving)	.670	.067	.636	9.960	0.000
X3 Selling)	.216	.075	.177	2.887	0.005

Dependent Variable: Y (consumer buying interest)

The correlation table shows a relationship, the correlation between consumer buying interest by determining targets, consumer buying interest by serving, and consumer buying interest by selling. From the table above, it can be obtained the multiple linear regression equation as follows:

$$Y = 0.167 + 0.210X_1 + 0.670X_2 + 0.216X_3$$

Where :

0.167 = the dependent variable, namely consumer buying interest, while the independent variable consists of determining targets, serving and selling. The constant value of consumer buying interest is 0.167, this means that when $X_1, X_2, X_3 = 0$, the consumer's purchase interest is 0.167.

0.210 = the magnitude of the coefficient of the target variable, which means that each one-unit increase will increase consumer buying interest by 0.210, assuming the other variables are constant.

0.670 = the magnitude of the coefficient of the serving variable, which means that each one-unit increase will increase consumer buying interest by 0.670 with the assumption that the other variables are constant.

0.216 = the coefficient of the selling variable, which means that every one-unit increase will increase consumer buying interest by 0.216, assuming the other variables are constant.

Hypothesis Test

F Test (Simultaneous)

To determine the effect simultaneously or simultaneously the variables determine the target (x_1), serve (x_2) and sell (x_3) to the dependent variable, namely consumer buying interest (Y), it can be seen from the calculation results using the F test as follows:

Table 2. F test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	16.630	3	5.543	99.258	.000 ^b
Residual	5.361	96	.056		
Total	21.991	99			

a. Dependent variable: Y (Consumer purchase interest)

b. Predictors: (Constant), X3 (Sell), X1 (Determine the target), X2 (Serve)

From the calculation, it is obtained that F count is 99.258 and when consulted with F table it is 2.70. So F count is greater than F table, then the author's hypothesis that it is suspected that the factors determining the target, serving, selling simultaneously affect the buying interest of consumers at the Sinar barau dealer in Pamekasan can be proven.

T test (partial)

Partial testing (t test) is used to test the effect of independent variables on the dependent variable partially or individually, and can also be used to see the influence of the most dominant independent variables. Technically, the test is done by comparing the value of t count with the value of t (table) at the significant level $\alpha = 0.05$. Based on the calculation results in the attachment, the results of the partial test (t test) can be presented in the following Table:

Table 3. T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.167	.269		.620	.537
X1 (Determining Goals)	.210	.067	.194	3.138	.002
X2 (Serving)	.670	.067	.636	9.960	.000
X3 Selling)	.601	.075	.177	2.887	.005

The variable determining the target (X1) obtained tcount of 3.138 with a significant level of 0.002. The t-table value for the regression model is 1.987. The results of these tests indicate that the

significant value is $0.002 < 0.05$ and the value of t_{count} is $3.138 > t_{table}$ is 1.987 . Thus, it can be concluded that $vareabri$ has a significant and significant effect on consumer purchase interest.

The serving variable (X2) obtained t count of 9.960 with a significant level of 0.000 . The t -table value for the regression model above is 1.987 . The test results indicate that the significant value is $0.000 < 0.05$ and the value of t_{count} is $9.960 > t_{table}$ is 1.987 . Thus, it can be concluded that the variable serving has a significant and significant effect on consumer purchase interest.

And for the selling variable (X3) obtained t count of 2.887 with a significant level of 0.005 . The t -table value for the regression model above is 1.987 . The test results show that the significant value is $0.005 < 0.05$ and the value of t_{count} $2.887 > T_{table}$ 1.987 . Researchers can conclude that the selling variable has a significant and significant effect on consumer buying interest.

Discussion

In the calculation of analysis using SPSS can be known $R = 0.870$ where the value is in the range between $0.80 - 1.00$ which means the correlation or relationship level of 3 free variables is in the level of "very strong". The spss calculation result of F_{stat} $99,258$ is greater with F_{Table} ($99.258 > 2.70$). From the calculation results using t test, it turns out that from the three free variables that include determining the target (X1) obtained T_{stat} $3,138 > T_{table}$ 1.664 , Serving (X2) obtained T_{stat} $9.960 > T_{table}$ 1.987 , and selling (X3) T_{stat} $2.887 > T_{table}$ $1,987$. which has the largest t coefficient value is serving (X2) which is T_{stat} $9.960 > T_{table}$ 1.987 , thus it can be concluded that serving has a dominant effect on consumer buying interest in The New Ray Dealer Pamekasan.

Conclusion

Based on the results of research and discussion regarding the analysis of sales strategy factors on consumer buying interest in buying a motorbike at a new light dealer in Pamekasan, they are as follows:

1. From the calculation obtained F count equal to 99.258 and if consulted with F table of 2.70 . So F_{stat} is greater than F_{table} , then the author's hypothesis that it is suspected that the factors determining the target, serving, selling simultaneously affect the buying interest of consumers at the Sinar Barau Pamekasan dealer can be proven.
2. From the results of calculations using the t test obtained t count for the variable determining the target (x_1), serve (x_2) and sell (x_3) Partially it affects consumer buying interest at Sinar Baru dealer in Pamekasan, this can be seen from t arithmetic $>$ t table. Of the three independent variables, the most dominant is the serving variable (x_2) because it has the largest t that is $9,960$.

Suggestion

Seeing the above conclusions, some suggestions that can be given are as follows:

1. The new pamekasan light dealer company must be able to maintain the serving variables, and also need to increase / maximize variables such as setting targets, and selling in order to further increase the sales volume and in accordance with what is expected by the new pamekasan light dealer. Although consumer responses to targeting, serving and selling are positive, targeting, serving and selling should be maintained and further improved considering that targeting, serving

and selling can influence consumers who come to buy and can also satisfy consumers who come to buy so that dealers are expected pamekasan new rays have a good added value.

2. In this study, serving is the most influential and strong variable on consumer buying interest at a new ray dealer in pamekasan, therefore the new ray dealer company in pamekasan must maintain the serving variable in order to make consumers have to make repeated purchases at a new ray dealer in pamekasan.

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