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The Influences of Sales Agents Personal Selling on The Nissan Serena Car Brand Image

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ABSTRACT

This study aims to determine how much influence the Personal Selling Sales Agent has on the Brand Image of Nissan Serena PT. Wahana Megahputra Makassar, Lamojong Branch. This study uses a quantitative method of descriptive analysis research with data collection techniques through observation, questionnaires, and documentation. The sample used in this study was the entire population, namely 73 respondents. The data of this study were obtained from the results of data processing using the SPSS 25 application which consisted of validity and reliability tests, descriptive data analysis techniques and inferential analysis. The results of this study indicate that the Personal Selling Sales Agent variable on the Nissan Serena Car Brand Image PT. Wahana Megahputra Makassar Lamojong Branch has a significant influence. This is evidenced by the results of a simple linear regression test and a correlation coefficient test of 0.919, which means that the relationship between Personal Selling and Brand Image is very high. The coefficient of determination is obtained at 0.813 which means that the influence of Personal Selling Sales Agents on the Brand Image of Nissan Serena PT. Wahana Megahputra Makassar, Lamojong Branch, got a score of 81.3% which was included in the very high category interval.

Keywords: Personal Selling, Brand Image.

INTRODUCTION

Today's economic development is increasingly leading to intense competition, especially for similar companies. They are required to have a uniqueness that can attract consumers in order to maintain or seize the existing market share. Various ways and strategies have been carried out to face the challenges, competition developed by the marketing manager as the spearhead of the company. Marketing in a company is one of the important factors and determines the survival of a company because failure to market goods will be fatal, the expected profit will not be achieved. The marketing department as the spearhead of a company is expected to be able to distribute its

products in the most effective and efficient way possible, so as to be able to realize the company's goals for both the short and long term to face competition in the marketing field.

Terence A.Shimp (2010) suggests that personal selling is a form of individual communication in which a salesperson relates to potential buyers and tries to influence them to buy their products or services. Meanwhile, according to Kotler & Armstrong (2014) personal selling consists of personal interactions with sellers and potential customers to make sales. Personal selling is a personal sale made by someone to offer and promote the goods or services they offer. This is done to get a purchase by influencing, encouraging, and generating purchase confidence in the company's goods. Personal selling is a presentation in a conversation with one or more perspective buyers with the aim of making a sale (Simamora, 2008). The application of personal selling is expected to introduce consumers more about the company's products and the benefits that exist in products and services, so that it will increase the sales offered by the company. The decision to buy a product is strongly influenced by the assessment of the quality of the product. The demand for an increasingly quality product makes companies engaged in various business fields vying to improve the quality of the products they have in order to maintain the Brand Image (brand image) of the products they have.

Brands have distinctive characteristics, and it is these characteristics that distinguish one product from another, even though they are similar. Brand image can be defined as something that appears in the minds of consumers when remembering a brand of a particular product. According to Kotler and Keller (2008) defines a brand as a name, term, symbol or design or a combination thereof, which is intended to identify the goods or services of one seller and define those of competitors. Brand image is a set of beliefs, ideas and impressions formed by a person towards an object. Image or image itself is an image, resembling the main impression or outline and even the shadow that someone has about something. Purchase decisions by consumers are decisions that involve perceptions of quality, value and price. Consumers not only use price as an indicator of quality but also as an indicator of the costs that are sacrificed in exchange for products or product benefits. This is where we see the extent to which brands can influence consumer ratings with the Brand Image of the product. One of the industries that is growing rapidly to date is the automotive industry, its development is supported by the expansion of road facilities, the increase in people's income which places cars no longer for the upper middle class. This fact is an opportunity that car manufacturers take advantage of by issuing various types and brands. Currently, there are several types of transportation in the city of Makassar with varying prices that will dominate market share with very tight competition. For this reason, car dealer entrepreneurs in the city of Makassar, especially the Nissan Latimojong dealer, have several strategies to attract the attention of prospective consumers who are increasingly intelligent and critical in making purchasing decisions. Inside the Nissan Latimojong dealership, there are several types of car brands that can influence consumer buying interest, especially the interest

in buying Nissan Serena cars. PT. Wahana Megahputra Makassar Branch Latimojong is a company engaged in the automotive sector. The presence of PT. Wahana Megahputra Makassar, the Latimojong Branch, as the official Nissan Latimojong dealer that already serves 3S (Sales, Spart Rant, Service) is expected to make it easier for consumers to choose a means of transportation. PT. Wahana Megahputra Makassar Latimojong Branch has several types of Nissan brand cars, namely:

Table 1 Nissan Car Type

No.	Type Nissan
1	Nissan March
2	Nissan Evalia
3	Nissan Juke
4	Nissan Grand Livina
5	Nissan Livina
6	Nissan Navara
7	Nissan Serena
8	Nissan X Trail
9	Nissan Terra

Source: Sales Marketing at PT. Wahana Megahputra Makassar Latimojong Branch

With the large number of competitors for Nissan cars, car sales, especially the Nissan Serena, have become one of the types of Nissan cars with low sales and a decrease in customers, which results in an accumulation of goods. In the following table can be seen the target and realization of sales of Nissan Serena car products at PT. Wahana Megahputra Makassar, Latimojong Branch.

Table 2 Target and Actual Sales of Nissan Serena PT. Wahana Mehaputa Makassar Latimojong Branch 2017 to 2020

No	Tahun	Target (Unit)	Realisasi (Unit)
1	2017	15	1
2	2028	12	-
3	2019	10	2
4	2020	8	-

Source: Sales Marketing at PT. Wahana Megahputra Makassar, Latimojong Branch

From the table, we can see that sales of Nissan Serena cars fluctuate from year to year. We can see this in 2017 the targeted sales were 15 units and 1 unit was realized. In the following year 2018 the company reduced the number of sales targets by 12 units, but the car that was realized no units were sold. In 2019, the sales target was lowered again to 10 units and realized 2 units. Then in 2020 the sales target was 8 units but there was a decline again, namely no units were sold. In connection with the above, PT. Wahana Megahputra Makassar Latimojong Branch as one of the show rooms that sells Nissan Serena brand cars in Makassar City also faces challenges in the marketing field. The high use of cars also triggers high competition between Show Rooms. For this reason, it is appropriate for PT. Wahana Megahputra Makassar, Latimojong Branch,

knows what factors influence consumer buying interest in order to formulate the right marketing strategy in marketing Nissan Serena brand cars.

RESEARCH METHODS

This study uses quantitative methods. An approach whose research data are numbers and analysis in the form of statistics, the results of which will be used to analyze the influence between variables. In this study, the variables studied are the influence of Personal Selling on Brand Image which is a descriptive study because it aims to make a description or description of the facts and characteristics of a population and sample systematically, factually and thoroughly. The method used by the author in conducting this research is to use descriptive research methods which are explained through data collection in the field. The population in this study were 280 people. Determination of the number of samples for this study was carried out using the accidental sampling method, which is the determination of the sample based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample if it is deemed that the consumer who happened to be met is suitable as a data source, the determination of the sample size in this study was carried out. by using the Slovin formula with the number of samples produced as many as 73 respondents (Sugiyono, 2017). Data collection techniques in this study were observation, questionnaires, and documentation. The data that has been obtained from the research results are processed using data analysis using the SPSS 25 software application which consists of validity & reliability tests, descriptive analysis techniques and inferential statistical analysis data.

RESEARCH RESULT

Descriptive Statistical Analysis

The results of the data description in this study aim to provide an overview or explanation of the research that has been carried out in the field. Researchers used an instrument in the form of a questionnaire to collect research data. The questionnaire consists of 25 questions in the form of statements with five alternative answers with details on the number of questions for the Personal Selling variable (X), namely 18 questions and 7 questions for the Brand Image variable (Y). Then, the respondent's answer of the questionnaires are recapitulated or tabulated to determine the value of the questionnaire based on the frequency of respondents' answers and the percentage of respondents' answers to each question.

Description of Personal Selling

The data presented in this study are data obtained as a means of scoring from research questionnaires derived from personal selling variables. According to Kotler & Armstrong (2016) stated that the personal selling process consists of 6 indicators, namely Selecting and assessing prospects (prospecting),Approach (approach), Presentation and demonstration (presentation & demonstration), Overcoming objections (handling objections), Closing. , Follow-up and maintenance (follow-up). The following table is the level of score achievement:

Table 3. Summary of Data Analysis Per-Indicator of Personal Selling Variables

Indikator	N	N	%	Kategori
Memilih dan menilai prospek	864	1095	78,9	Tinggi
Pendekatan	888	1095	81,0	Sangat Tinggi
Presentasi dan demontrasi	881	1095	80,4	Sangat Tinggi
Mengatasi keberatan	894	1095	81,6	Sangat Tinggi
Penutupan	898	1095	82,0	Sangat Tinggi
Tindak lanjut dan pemeliharaan	908	1095	82,9	Sangat Tinggi
Total	5333	6570	81,1	Sangat Tinggi

Source: Data processing, 2022

Furthermore, the six indicators of personal selling will be described as follows:

Selecting and assessing prospects

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 78.9% which is in the high category. This means that prospective customers agree that in the process of selecting and assessing the prospects of employees at PT. Wahana Megahputra Makassar Latimojong Branch has the ability to identify and qualify potential customers.

Approach

Based on the table of results of the data on the level of achievement of respondents in the sub-indicator, the percentage of 81.0% is in the very high category. This means that most of the potential customers agree that in the process of approaching employees at PT. Wahana Megahputra Makassar Latimojong Branch is able to build a pleasant atmosphere so that communication can be established comfortably and creates trust for potential customers.

Presentation and demonstration

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 80.4% which is in the very high category. This means that most of the potential customers agree that in the process of presentation and demonstration of employees at PT. Wahana Megahputra Makassar, Latimojong Branch explained about the product, its benefits, and the effectiveness of the product in meeting the needs of potential consumers. Employees explain the products they offer, emphasize that the products they offer provide benefits to potential buyers, or show how their products can solve consumer problems in order to understand their needs, and provide solutions with appropriate products or services.

Handling objections

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 81.6% which is in the very high category. This means that most of the potential consumers agree that in overcoming employee objections at PT. Wahana Megahputra Makassar Latimojong Branch is able to argue politely so as to be able to persuade potential consumers.

Closing

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 82.0% which is in the very high category. This means that most of the potential customers agree that in the process of closing employees at PT. Wahana Megahputra Makassar, Latimojong Branch, employees have the ability to make deals with potential customers to make purchases.

Follow-up and maintenance

Based on the table of results of the data on the level of achievement of respondents in the sub-indicator, the percentage of 82.9% is in the very high category. This means that most of the potential customers agree that in the process of follow-up and maintenance of employees at PT. Wahana Megahputra Makassar, Latimojong Branch, employees are able to follow up on potential customers to ensure satisfaction with what has been offered so that they have the potential to make a purchase. The discussion of the indicators above results in the total percentage of personal selling as a whole, which is 81.1% which is in the very high category.

Brand Image Description

The data presented in this study is the data obtained as a means of scoring from the research questionnaire derived from the brand image variable. According to Aaker and Biel (2009) Brand indicators that make up the brand image are: Image maker/company image (Corporate Image), Image of product/consumer (product Image), User image (User Image). The following is a table of score achievement levels:

Tabel 4. Rangkuman Analisis Data Per-indikator Variabel Brand Image

Indikator	N	N	%	Kategori
Citra Pembuat	612	730	83,8	Sangat Tinggi
Citra Produk	882	1095	80,5	Sangat Tinggi
Citra Pemakai	616	730	84,3	Sangat Tinggi
Total	**2.110**	**2.555**	**82,5**	**Sangat Tinggi**

Source: Processed Data, (2022)

Furthermore, the three brand image indicators will be described as follows:

Image Maker/Company

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 83.8% which is in the very high category. This means that most of the potential customers agree that the brand image of Nissan PT. Wahana Megahputra Makassar, the latimojong branch, already has popularity. Corporate image has a big role in influencing consumer purchasing decisions. The popularity of the company and the company's ability to serve and meet consumer needs will determine how the public's impression of the company's image.

Product Image

Based on the table of results of the data on the level of achievement of respondents in the sub-indicator, the percentage of 80.5% is in the very high category. The results showed that most of the potential consumers agreed that the image of the Nissan Serena car product at PT. Wahana Megahputra Makassar, the latimojong branch, is able to make consumers proud and have high confidence when driving the car.

User Image

Based on the table of data results, the level of achievement of respondents in the sub-indicator gets a percentage of 84.3% which is in the very high category. This means that buying or using a Nissan car is considered to reflect one's social status in society. User image is closely related to consumer personality.

Inferential Statistical Analysis

The results of the research collected for both the dependent variable (Y) and the independent variable (X) which were then processed using the help of SPSS calculations stated that the correlation test between Personal Selling and Brand Image obtained a Pearson correlation of 0.901 which was in the 0.80-0.100 interval means personal selling has a strong significant relationship to brand image. Then proceed with a simple linear regression test by getting the equation p = 0.919 + 0.383, the constant value of the regression equation is positive, which means it shows that the personal selling variable is fixed or equal to zero, then the brand image value is 0.919. Likewise, the regression coefficient shows the direction of positive influence where every one unit increase is a significant increase of 0.383 with the assumption that other variables are fixed. Furthermore, to measure the percentage of the effect given, the coefficient of determination test is carried out, in this test obtained an R Squre of 0.813 which means that the influence of personal selling on brand image is 81.3% while the remaining 18.7% is influenced by other factors that are not included. in this research. The results of this study are consistent with research. The results of this study are in line with research conducted by Andi Mappatompo, Arfan, Fahmi Nur Mala (2017), based on the results of his research it was concluded that personal selling had a significant positive effect on brand image at Perum Jamkrindo Makassar Branch. Based on the results of the analysis and discussion that has been The results of this study indicate that this study has the same final result, namely all the results of the indicator aspects are declared valid and can be seen from the significant value which states that Personal Selling is very influential on Brand Image.

CONCLUSION

Personal Selling Sales Agent PT. Wahana Megahputra Makassar Latimojong Branch has a very high percentage of category interpretation. Where the results obtained are based on the assessment of the six indicators including selecting and assessing prospects, approach, presentation and demonstration, overcoming objections, closing, follow-up and maintenance. Brand Image of Nissan Serena PT. Wahana Megahputra Makassar, Latimojong Branch, has a very high percentage interpretation. Where the

results obtained are based on the assessment of the three indicators including Maker Image/Company Image, Product Image, User Image. The results of this study indicate that Personal Selling Sales Agents have a significant effect on the Brand Image of Nissan Serena PT. Wahana Megahputra Makassar, Latimojong Branch. This is evidenced by the equation of the results of a simple regression test where there is a significant effect for each increase of one unit of 0.383. Then reinforced by the results of the correlation test between the two variables states that H1 is accepted and through the determinant coefficient test, the percentage of influence is 81.3% which is included in the very high category.

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