



## The Role of Purchasing Decisions in Mediating the Influence of Personal Selling, Price and Product Quality on Customer Satisfaction Using MICE Services

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**Abstract:** This study aims to analyze the effect of *Personal Selling Services*, Price, and Product Quality on customer satisfaction using *MICE* services. The object of this research is all customers of PT ABC. The population in this study is PT ABC customers in Jabodetabek, and the respondents' plan will be determined by the number of samples based on the Hair formula. Sampling will be carried out by *purposive sampling* method, which is a sample selected based on its characteristics. The analysis technique uses Smart PLS (*Partial Least Square*) 3.0 analysis. Quantitative analysis methods with SEM analysis tools and Smart PLS 3.3 tools. The results of this study show that *Personal Selling* has a positive and significant effect on Purchasing Decisions, but price shows a significant negative effect on Purchasing Decisions, besides that Product Quality shows a positive and significant effect on Purchasing Decisions. Therefore, considering the existing market share, companies should improve purchasing decisions by paying attention to service quality and product quality through the application of attractive prices. The Technology Readiness Level of this study is Level 3. Analytic and experimental critical functions and/or proofs of concept characteristics. Active research and development begins, this includes analytical studies and empirical studies to physically validate the analytical predictions of separate elements of the technology.

**Keyword:** Personal Selling, Customer Satisfaction, Product Quality, Purchasing Decision

### INTRODUCTION

The climate in the world of trade today is increasingly very competitive, almost all industries feel the impact of globalization which makes competition tighter, including the MICE industry, especially in the field of exhibitions which are increasingly getting competition both domestically and abroad. Judging from the many quality similar events that compete with each other in the market, sometimes it is even felt that it is no longer ethical

because competition targets the same customers. This situation results in unhealthy industry competition, especially in the field of exhibitions in Indonesia (Utama, 2017).

These big players really dominate the exhibition industry and with opportunities that are still very wide in Indonesia, especially in big cities in Indonesia such as Jakarta, Surabaya, Medan and Makassar. Indirectly, they compete for a bigger market and bigger *events*. This situation is considered normal by the exhibition industry because the regulations set by ASPERAPI (Association of Indonesian Exhibition Organizing Companies) are allowing exhibition organizers to hold similar *events* if they are more than three months apart from each other. The development of ASPERAPI members, for 2020 as many as 69% in the organizer business sector as many as 465, for industrial supporting services by 24% which is 164, and for venue services as much as 7% which is 44. This shows that the total development of customers from ASPERAPI is 673 companies (Indonesia Business Event Forum, JCC, December 8, 2020).

Because the Indonesian market is indirectly shown by Indonesia's demographics and very large population, this competition is a good alternative for exhibition visitors who are looking for product variations both at B2B and B2C exhibitions. When the government began to launch AFTA in early 2005, Indonesia began to be looked at by global players who were increasingly given the convenience to play in the Indonesian market. All industries feel the impact, including the MICE industry in general.

In the period 2015 – 2019 at that time the exhibition industry was invaded by global players from all parts of the world triggered by the crisis in Europe and America. World exhibition players such as Reed, UBM, Tarsus, ITE, Informa, ComExposium, DMG, Clarion and many more, both based in Europe, America and Asia are competing to enter the Indonesian market with various purposes. Some of them even buy certain *events* that they think are good.

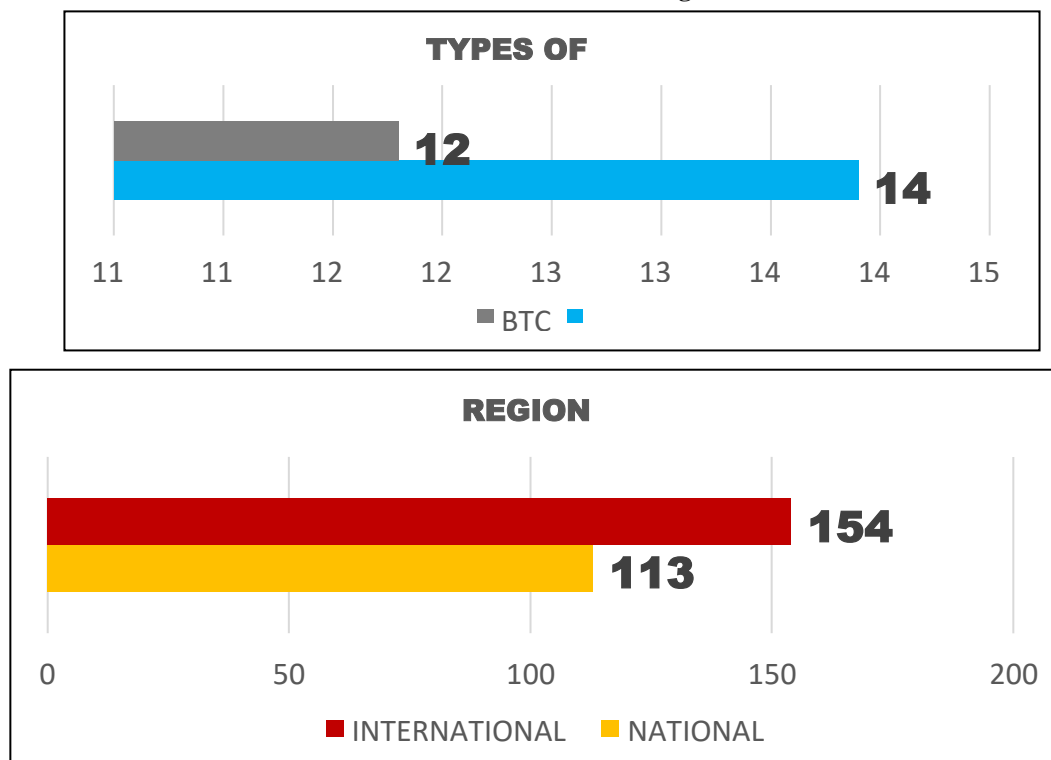
One of the things seen in this problem is the presence of big players in the global exhibition industry holding events with the Indo Defense exhibition which is the largest defense system main equipment industry exhibition in Indonesia, so they are very aware of the situation and understand the phenomena that occur, but it turns out that the goals of these global players to enter the Indonesian market are very diverse, and not solely to profit from their presence in Indonesia.

This phenomenon interests the author to examine the purpose of these large companies to develop business in Indonesia. From the author's observations until now, there have been many companies, both large and small, in Indonesia that cooperate with these global players with various forms of cooperation. The diversity of these goals is then the basis of this research.

The MICE industry is part of today's tourism industry and has given various colors to the types of tourism activities that are synonymous with purchasing services. MICE and tourism business are *high-quality* and *high-yield* businesses, which contribute high economically especially to developing countries. *High quality* means quality service that is able to provide satisfaction to every customer, *high yield* means convention tourism activities that are able to provide great profits to convention tour organizers the development of the MICE industry.

The MICE industry is a complex industry and involves many parties. This reason makes the growth rate of MICE entrepreneurs emerge, so it is undeniable that the MICE industry is a current industry that is in great demand by tourism business people (Mustika and Andari, 2015). The following Table 1 is a list of exhibition activities carried out by PT ABC over the past year.

**Table 1. Exhibition Held During 2020**



In the period of January-March 2020, as many as 20 exhibitions could be held before the termination of exhibition permits by the Central Government and Regional Governments due to Covid in Indonesia. The 8 (eight) exhibitions are planned to be held in November – December 2020 in several regions that have relaxed large-scale social restrictions (PSBB) rules including East Java, Central Java and Bali. Meanwhile, in the period of March-December 2020, there were 239 exhibitions that were not carried out due to uncertainty in regional policies related to the relaxation of PSBB rules. The majority of exhibitions that were not carried out were in the DKI Jakarta Province area.

The company's ability to become one of the organizers of entrant exhibition agents in a market that has competitive prices raises a phenomenon of corporate strategy, as stated by Rothaermel (2013), regarding *sustainability* in corporate strategy management. Seeing the many competitors in the business, of course, we will not stay in place because we feel superior. A company that is able to outperform its competitors or the industry average over a period of time has an advantage. This is interesting to study considering that all competitors also have the ability to develop products and attract consumer buying interest, especially competitors from abroad. Given the level of competition continues to increase, the company must improve the company's performance including improving service quality, to build long-term relationships with its customers or other potential customers.

According to Wisnu Murti and Edwar (2015) in their research explained that the magnitude of the influence caused by service quality factors shows that currently most consumers are starting to show demands for excellent service, where they no longer just need quality products but also prefer to enjoy the convenience of service. Basically services are intangible and do not result in any ownership. According to Gerson in Novianti's research, Endri, Darlius (2018) said customer satisfaction is a customer perception where expectations have been met or exceeded. Satisfied customers will tend to be loyal customers (Rahayu and Suryanti; Suwarni and Mayasari, 2011 in Novianti *et al.*, 2018). In the perspective of total quality management, quality is viewed more comprehensively or holistically, where not only

aspects of results are emphasized, but also include processes, environment, and human resources (Tjiptono and Chandra in Endri *et al.*, 2018).

According to research conducted by Arief (2021) that service quality has a significant influence on purchasing decisions on purchasing decisions. Then based on Febriyantoro's research (2019), in his research stated that trust and service quality have a positive and significant effect on purchasing decisions. Meanwhile, according to Hendraatmoko (2015) stated that service quality has a significant influence on purchasing decisions on purchasing decisions, where when consumers feel satisfaction with the services provided, consumers will decide to buy a product or service that is in accordance with the expectations of purchasing decisions.

According to research conducted by Andreti (2013), the results of this study show that products, prices, places, promotions and service quality each have a significant effect on purchasing decisions at *Convenience Store: a survey of adult in Bekasi*. Then according to Pradana (2017) stated that price does not have a positive and significant effect on purchasing decisions. Meanwhile, according to Li, (2017) which concluded that the variables of price, product quality, and value have a significant positive effect on buying interest. Meanwhile, research conducted by Jadmiko (2020) states that there is a relationship between products and purchasing behavior. High-quality products that meet consumer expectations, wants, and needs can create a great impact for the company, consumers will buy products more often and regularly and be loyal to the company's products.

Then, according to Kotler and Keller (2009), consumer satisfaction is a person's feelings that arise, either happy or disappointed, arising from comparing performance, product perception, or work results, consumer expectations. So if a purchase decision meets expectations, then consumers will feel satisfied. According to Bahri's research (2018) which shows that purchasing decisions have a significant positive effect on customer satisfaction. Customer satisfaction and price have an important role in influencing consumer purchasing decisions. The existence of high prices will attract consumer purchasing decisions if balanced with high customer satisfaction. According to research by Nurhayati *et al.*, (2020) suggests that price has a direct effect on customer satisfaction, and price affects customer satisfaction through purchasing decisions.

Based on the description above, the formulation of the problem in this study is as follows: (1) Does *personal selling* affect the decision to purchase Mice service packages?; (2) Does the price affect the purchase decision of the Mice service package?; (3) Does product quality affect the purchase decision of Jasa Mice package?; (4) Does *personal selling* affect customer satisfaction of Jasa Mice package?; (5) Does the price affect the customer satisfaction of Jasa Mice package?; (6) Does product quality affect customer satisfaction of Jasa Mice package?; (7) Does the purchase decision affect the customer satisfaction of Jasa Mice package?; (8) Does the price affect customer satisfaction of the Mice Service package with the purchase decision as a mediation variable?

The purpose of this study is to (1) determine the influence of *personal selling* on the purchase decision of Mice service packages?; (2) knowing the effect of price on the purchase decision of the Mice service package?; (3) knowing the effect of product quality on the purchase decision of Jasa Mice package?; (4) knowing the effect of *personal selling* on customer satisfaction of Jasa Mice packages?; (5) knowing the effect of price on customer satisfaction of Jasa Mice package?; (6) knowing the effect of product quality on customer satisfaction of Jasa Mice package?; (7) knowing the effect of purchasing decisions on customer satisfaction of Jasa Mice packages?; knowing the effect of Price on customer satisfaction of Mice Service packages with purchasing decisions as mediation variables?

## LITERATURE REVIEW

### 1) Purchasing Decision

Octavia (2017), states that consumer purchasing decisions are the stage at which buyers have made their choices and made product purchases, as well as consumed them. Decision making by consumers to purchase a product begins with awareness of needs and wants. Furthermore, if you are aware of the needs and wants, then consumers will look for information about the existence of the product they want. This information search process will be carried out by collecting all information related to the desired product, from various information obtained by consumers to select available alternatives. For consumers, the decision-making process is an important activity because the process contains various steps that occur sequentially before consumers make decisions (Maulana *et al.*, (2020).

While in the research of Prasetyo, *et al.*, (2017), purchasing decisions are a series of elements that reflect consumer decisions in buying. At this stage the consumer is faced with a choice to make a purchase or not. This selection process is referred to as information evaluation. By using various criteria that consumers have in mind, one of the product brands is chosen to be purchased. For consumers who have high involvement with the product they want, the decision-making process will consider various things. Each purchase decision has a different level of greatness. Some decisions have no meaningful meaning, others have extraordinary global significance, and some are simple. There are many factors that can influence a person's decision to do something. According to research by Arda, M., & Andriany, D. (2019), there are three factors that influence consumers in making purchasing decisions for goods or services, namely individual factors (internal), environmental factors (external) and marketing strategy factors.

### 2) Personal Selling

According to Pitaloka (2015) in his research, service quality is all forms of activities carried out by companies to meet consumer expectations. Service in this case is defined as a service or service delivered by the service owner which is convenience, speed, relationship, ability and hospitality aimed at through attitude and nature in providing services for consumer satisfaction. *Service quality* can be known by comparing consumers' opinions on the services they actually receive/obtain with the services they actually expect/want on the service attributes of a company (Asbar and Saptari, 2018). The relationship between producer and consumer extends far beyond the time of purchase to after-sales service, lasting beyond the life of product ownership. The company considers consumers as kings who must be served well, considering that these consumers will provide benefits to the company.

Meanwhile, according to (Gapsul in Eri *et al.*, 2020) stated, service quality can be defined as how far the difference between reality and customer expectations for the services they receive. Service quality can be known by comparing customers' perceptions of the service they really receive. Manengal (2015), in his research said that service quality is an added value of a product in terms of providing benefits to consumers, where when a product or service is equipped with good service, it will cause a feeling of comfort from consumers which will cause a tendency for consumers to use the product again.

Understanding service quality according to Wijaya and Sujana (2020), service quality is the expected level of excellence and control over the level of excellence to meet consumer needs or desires. In other words, there are two main factors that affect the quality of service services, namely perceived *expected service* and *perceived service*. If the services received or perceived are as expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds consumer expectations (in a good sense), then the quality of service is perceived as ideal quality (Sholeha *et al.*, 2018). Conversely, if the service received is lower than what is expected, it means that it can be perceived badly. So good or bad a

service depends on the company itself and depends on the SOP (*Standard Operating Procedure*).

*Personal selling* can be used as one of the important elements to support marketing communication activities because of its various advantages when compared to other forms of marketing communication. Not all products can be effectively marketed to be introduced to consumers only by using marketing communications in the form of advertising, *sales promotion*, publicity, *events* and various other forms of marketing communication (Pitri, 2021). Whatever the form of marketing communication activities in essence aims to introduce a product or service to consumers so that they know the existence of the product. When there are consumers who already know, it is expected that these consumers can communicate to others. In the study of marketing science, it is expected that consumer loyalty will emerge in the hope of repurchase, this repurchase occurs because of positive promotion from previous consumers (Kusniadji (2017).

The understanding of *personal selling* or individual selling is an interaction between individuals, face to face aimed at creating, improving, mastering or maintaining mutually beneficial exchange relationships with other parties. Individual communication in individual sales lies in promises about the advantages and advantages of the products offered by salespeople to customers, so that at that time customers buy the products offered with the expectation that the performance of the products is in accordance with what was promised before, especially the quality of the products. If the expected performance is far below customer expectations then customers do not feel satisfied and vice versa (Simabur *et al.*, 2020). If the customer is satisfied, the customer will continue to buy products at the company that can provide certain satisfaction for customers. *Personal selling* has different characteristics from other promotional tools.

The market potential for a product is equal to the number of people who want or need it and also have the necessary resources to buy it. When customers are ready, people who are aware and concerned about how the environment affects people's habits often want environmentally friendly products (Pahala Y Widodo, Endri *et al.*, 2021). Marketing of a product can be done using several or a combination of forms of marketing communication, *personal selling* has a unique nature, namely the existence of direct face to face with consumers. This is an important role of *personal selling* that is not replaced by other forms of marketing communication.

### 3) Price

Understanding price is the cost of the advertised commodity or service is an important consideration, one of which customers take into account before making a purchase is the cost of goods or services. The selling price will determine the company's position in market competition. With so many new companies in the same industry or closely related industries today, it is important for businesses to price the goods and services they offer at competitive prices. Price competition has a major impact on the company's capacity to successfully compete (Syahroni and Kusdiana, 2018).

Mardiasih (2020) asserts that the pricing of a product determines its intrinsic value because it allows changes depending on the resources needed to build the product, the value provided is not guaranteed. In Melati and Dwijayanti's research (2020), price is the total of all values, including those given in the exchange of goods and services, besides that the researcher also said that customers trade goods or services based on price.

According to Tjiptono (2018), prices play two key roles in influencing consumers' desire to buy goods, namely (1) the role of price allocation, where based on their purchasing power, consumers can use the pricing function to guide them in choosing how to get the highest predicted benefits or utility. (2) The role of price information, whereby customers are

informed about product features such as quality through price. When customers find it difficult to objectively evaluate the features or benefits of a product, this is very beneficial. Most people agree that expensive items must be of high quality. According to Kotler in Krisdayanto (2018) there are four indicators that characterize prices, namely: (1) affordability; (2) Price conformity with product quality; (3) Price competitiveness; and (4) Suitability of price with benefits.

#### **4) Product Quality**

According to Kotler (2012), is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. According to Kotler and Armstrong (2014) Product quality is the character of a product that has the ability to meet customer needs.

Quality has a direct impact on the performance of products and services so it is closely related to customer value and satisfaction. This definition is a consumer-centered definition of quality so that it can be said that a seller has provided good quality products and services so as to meet or exceed consumer expectations.

According to Garpersz (2011) in Febriana *et al.*, (2017) that the definition of product quality is everything that is able to meet the wants and needs of consumers. So it can be said that quality is not only related to product quality, but also to other requirements such as delivery accuracy, low costs, service that satisfies customers and can be fulfilled government regulations related to the products marketed. According to Kotler & Keller (2012), providing a definition of a product is everything that can be offered into the market to be noticed, owned, used or consumed so that it can satisfy a desire / all needs.

#### **5) Customer Satisfaction**

According to Sunyoto (2015), consumer satisfaction is one of the reasons why consumers decide to shop somewhere. When consumers are satisfied with a product, they are more likely to continue to buy and use it and tell others about their pleasant experience with the product. According to Sangadji and Sopiah (2013), consumer satisfaction is defined as a condition where consumer expectations of a product are in accordance with the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied. According to Kotler (2015), consumer satisfaction is the level of a person's satisfaction after comparing perceived performance or results compared to his expectations. Based on the notions of the theories according to the experts above, it can be concluded that from customer satisfaction as a feeling of pleasure or disappointment someone who has arisen after comparing the performance (results) of the product with what consumers expect.

*The State of the Art of* this study is to review some previous research as a guideline and also as a reference in determining the variables to be used in this study. These previous studies will be used as a reference as well as a comparison in conducting studies and discussions in this study. The review of relevant previous research results is intended to provide an overview of the position and feasibility of research on the role of purchasing decisions in mediating the influence of personal selling, price and product quality on customer satisfaction.

#### **Hypothesis**

According to Sugiyono (2012) a hypothesis is a temporary answer to the formulation of a research problem, where the formulation of the research problem has been expressed in the form of a question sentence. It is said to be temporary, because the answers given are only based on relevant theories, they have not been based on empirical facts obtained through data collection. Based on the frame of mind, the hypothesis of this research can be formulated as follows:

- H1 : *Personal Selling* influence on purchasing decisions.  
H2 : HArga influences purchasing decisions.  
H3 : Product quality influences purchasing decisions.  
H4 : *Personal Selling* affect customer satisfaction.  
H5 : Price Effect on Customer Satisfaction  
H6 : Product Quality affects customer satisfaction  
H7 : Purchasing decisions affect customer satisfaction  
H8 : Price affects customer satisfaction through decisions purchase

## METHOD

Based on the research objectives that have been set, this type of research can be classified as quantitative research, which is research used to examine certain populations and samples, collecting data using research instruments with the aim of testing the hypothesis that has been set by Sugiyono (2017). To carry out research and obtain data, it is necessary to determine the data collection technique to be used, because data collection techniques are one aspect that plays a role in the smoothness and success of a study.

This research is planned to be carried out to customers of PT ABC Mice services in the Jabodetabek area. This research begins by identifying the problems that exist in PT ABC. Formulation of identified problems, collection of theoretical bases that strengthen the foundation in variables, preparation of methods in data collection, preparation of instruments, to determination of statistical testing techniques used. In this process, research time is needed from January - July 2023.

### Population and Research Sample

According to Sugiyono (2017), population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is customers at PT ABC who have used MICE services for organizing exhibition *events*. According to Hair *et al.*, and Setyo, (2017), recommending a minimum sample number is 5-10 times the number of question items contained in the questionnaire. The indicators in this study consist of three independent variables and one dependent variable. The total statements in this study are 37 statements, so the minimum sample size of this study is  $37 \times 5 = 185$ . So the number of samples to be taken in this study is 185 respondents.

Data collection method is a way of research obtaining or collecting data. The data collection method is also the most strategic step in research. Data obtained from the results of data collection techniques can be divided into two, namely primary data and secondary data.

### Data Analysis Methods

The characteristics of respondents to be analyzed quantitatively include gender, age, occupation, income. After the research data from the questionnaire is filled in by respondents, the number of frequency and percentage value will be calculated. The data used to describe variables are sourced from primary data in the form of results from the distribution of questionnaires. The variables to be described include positive WoM variables, service quality, perceived value, customer satisfaction, and customer loyalty.

The type of data in this study uses a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS). PLS is an alternative model of covariance based SEM. In addition, PLS is also to predict and develop theories in exploratory research by explaining variances in dependent variables when examining models (J. F. Hair *et al.*, 2017). Least Square (PLS) is such a powerful analysis method because it is not based on many



assumptions, the data does not have to be normally multivariate distributed, and the sample does not have to be large (Ghozali *et al.*, 2015).

### RESULTS AND DISCUSSION

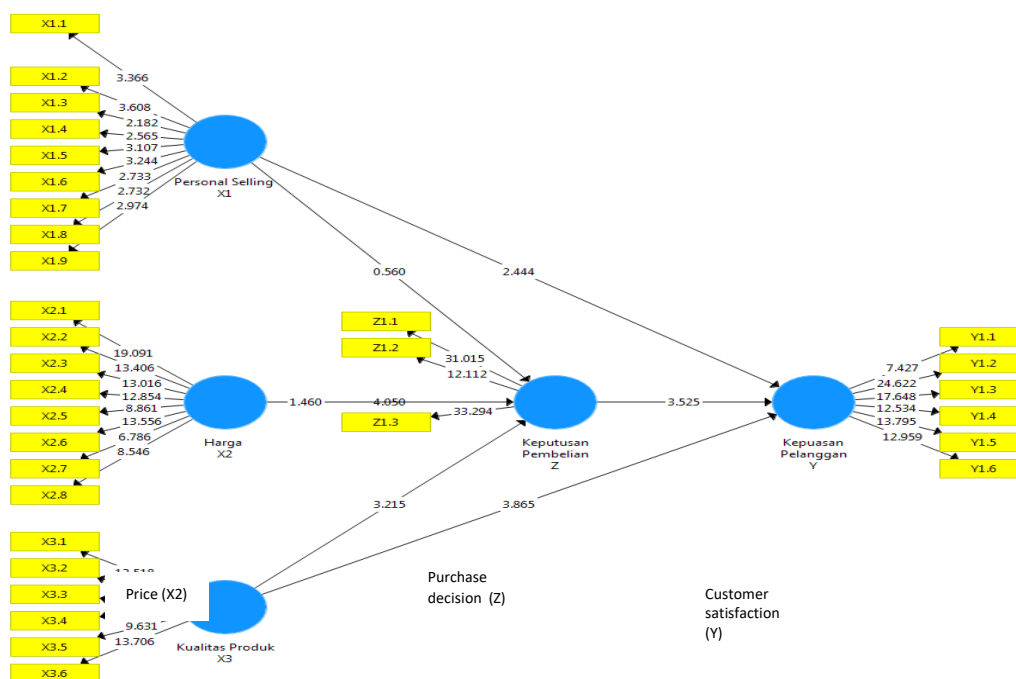
#### a. Results of hypothesis testing (estimation of path coefficients)

The estimated value for path relationships in the structural model should be significant. The significance value of this hypothesis can be obtained by *the bootstrapping procedure*. See the significance of the hypothesis by looking at the value of the parameter coefficient and the significance value of T-statistics in the *bootstrapping report algorithm*. To find out significant or insignificant seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

**Table 1. Hypothesis Testing Results**

	Original Sample	Standard Deviation	T-Statistics	P Values	Information
Personal Selling → Purchasing Decisions	0.044	0.079	0.560	0.576	Insignificant
Purchase → Decision Price	-0.465	-0.115	4.050	0.000	Negative – Significant
Product Quality → Purchasing Decision	0.370	0.115	3.215	0.001	Positive– Significant
Personal Selling → Customer Satisfaction	0.239	0.098	2.444	0.002	Positive– Significant
Customer → Satisfaction Price	-0.153	-0.105	1.460	0.145	Insignificant
Product Quality → Customer Satisfaction	0.438	0.113	3.865	0.000	Positive– Significant
Purchase Decision → Customer Satisfaction	0.349	0.099	3.525	0.000	Positive– Significant
Purchase Decision → Price → Customer Satisfaction	0.162	0.055	2.929	0.004	Mediation

Source: PLS Output



**Figure 1. Bootstrapping Test Results**

Source: PLS Output

## Discussion of Research Results

### 1. The Influence of *Personal Selling* on Purchasing Decisions

Based on the hypothesis test in this study, the results of the *T-statistic* value of 0.560, the *original sample* value of -0.044, and the *P Values* of 0.576 were obtained. The *T-statistic value is smaller* than the *T-table value* of 1.96, the *original sample* value shows a negative value, and the *P Values* value shows more than 0.05, this result shows that the quality of service does not have a significant effect on purchasing decisions.

This research shows that *customers* with *personal selling* which includes tangible / tangible, reliability, responsiveness, assurance and empathy, do not affect buyer decisions. This is related to the perception generated during the evaluation of service quality at PT ABC. To be able to produce customer purchase decisions at PT ABC, *customers* also feel the same service in various other tour services so that customers do not attach too much importance to *personal selling* when using tour services from the company. Another thing can be because the respondents selected are mostly from *customers* who first use PT ABC's MICE services, so that the quality of service does not have an impact on customer buyer decisions. This research is supported by Herlina (2018), whose research on service quality does not affect her purchasing decisions.

### 2. The Effect of Price on Purchasing Decisions

Based on the hypothesis test in this study, the results of the *T-statistic value* of 4,050, the *original sample* value of -0.465, and the *P Values* of 0,000. The *T-statistic value is greater than* the *T-table* value of 1.96, the *original sample value shows a negative value*, and the *P Values value shows less than 0.05*, this result shows that price has a negative and significant effect on purchasing decisions.

This is because price is one of the values that consumers exchange for the benefits of owning or using products and services whose value is set by buyers and sellers through bargaining or set by sellers for one price that is the same for all purchases. Where in this study customers are more interested in making a purchase on products or services offered at low prices and provide benefits in accordance with these prices. So it can be said that the lower the price offered by the service providers of products and services, the more interested buyers will be in making purchases of the products and services offered. The results of this study support Andrei's research, (2013), the results of this study show that products, prices, places, promotions and service quality each have a significant effect on purchasing decisions.

### 3. The Effect of Product Quality on Purchasing Decisions

Based on the hypothesis test in this study, the results of the *T-statistic* value of 3.215, the *original sample* value of 0.370, and the *P Values* of 0.001 were obtained. The *T-statistic* value is greater than the *T-table* value of 1.96, the *original sample* value shows a positive value, and the *P Values* value shows less than 0.05, this result shows that product quality has a positive and significant effect on purchasing decisions. Product quality is also one of the consumer factors in basing the assessment of perception of the product's buying interest. For example, low quality will play a negative role in influencing consumers towards product buying interest. Conversely, if consumers perceive the product or service offered has excellent quality, then the perception of quality will be a positive role in influencing consumer purchasing decisions. This is because product quality is able to influence product buying interest by creating superior and competitive products, as well as creating products at affordable prices that allow companies to survive in various economic conditions. This research is supported by Lubis (2013) which states that product quality and price have a positive and significant effect on purchasing decisions. Kusumawati (2015) stated that the

perception of product quality and promotion has a positive and significant effect on usage decisions.

#### **4. The Effect of *Personal Selling* on Customer Satisfaction**

Based on the hypothesis test in this study, the results of the T-statistic value of 2.444, the original sample value of 0.239, and the P Values of 0.002. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value shows less than 0.05, this result shows that personal selling has a positive and significant effect on customer satisfaction.

This research shows that if *customers* get good quality from staff or employees of a company, then the *customer* will be loyal to a product sold by the company. Therefore, it is concluded that the quality of service from PT ABC staff or employees both in terms of real or tangible, reliability, responsiveness, assurance and empathy will make *customers* continue to get satisfaction with the quality of service from the company. *Customers* will return to use services or products from the company repeatedly, provide recommendations to others and will not move to other similar companies or products. This research is supported by Bhaskara *et al.*, (2014) shows that *personal selling* has a partial effect on consumer satisfaction.

#### **5. The Effect of Price on Customer Satisfaction**

Based on the hypothesis test in this study, the results of the T-statistic value of 1,460, the original sample value of 0.153, and the P Values of 0.145 were obtained. The T-statistic value is smaller than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value shows more than 0.05, this result shows that price does not have a significant effect on customer satisfaction. The study concluded that respondents assume that price is not an important factor in generating customer satisfaction. Respondents feel that other factors in the form of quality or service are the main in providing satisfaction to customers. The results of this study support research conducted by Indra, *et al.*, (2019) which found that price does not have a significant effect on customer satisfaction.

#### **6. The Effect of Product Quality on Customer Satisfaction**

Based on the hypothesis test in this study, the results of the *T-statistic* value of 3,865, the *original sample* value of 0.438, and the P Values of 0,000. The *T-statistic value is greater than* the T-table value of 1.96, the *original sample value shows a positive value, and the P Values value shows less than 0.05, this result shows that* product quality has a positive and significant effect on customer satisfaction.

Product quality is expressed with customers will feel satisfied if their extensive results show that the products they use are of high quality. Where, a high level of quality will result in high satisfaction. Product quality will have a positive effect if in fostering relationships with consumers, entrepreneurs not only rely on the quality of products that come from producers but also by paying attention to consumers, providing protection to consumers, and accumulative satisfaction which in the end consumers will get consumer expectations and more value for the product. The results of this study show that customers feel the *quality at* PT ABC is at a high level so that customers feel satisfied with the products offered by the company. So it is concluded that the better the quality of the products or services offered by the company, the higher the level of employee satisfaction. This research is supported by Afina and Hastuti (2018), and the results of research by Bailia *et al.*, (2014) show that product quality has a positive effect on consumer satisfaction.

## 7. The Effect of Purchasing Decisions on Customer Satisfaction

Based on the hypothesis test in this study, the results of the *T-statistic* value of 3,525, the *original sample* value of 0.349, and the *P Values* of 0,000. The *T-statistic value* is greater than the T-table value of 1.96, the *original sample value* shows a positive value, and the *P Values value* shows less than 0.05, this result shows that the purchase decision has a positive and significant effect on customer satisfaction.

High purchase engagement is necessary if the product is very important to consumers and low consumer engagement is done when the product is less important to consumers. Based on this explanation, consumer purchasing decisions are successful if consumers see a need that can be met by the products offered by the company, where consumers realize that the products they need are able to meet needs, then the consumer will immediately buy it and become satisfied with the product he bought. Customer satisfaction is the most important thing, because many companies provide benefits to increase customer satisfaction. According to *loyalty marketing* thinkers, if the company is able to provide services that can exceed consumer expectations and desires, then these consumers will feel satisfied (Kartajaya, 2007). Then, according to Kotler and Keller (2009), consumer satisfaction is a person's feelings that arise, either happy or disappointed, arising from comparing performance, product perception, or work results, consumer expectations. So if a purchase decision meets expectations, then consumers will feel satisfied. This research was supported by Budiman. and Mekaniwati (2020), in whose research there is a relationship between consumer satisfaction and consumer purchase decisions. Then Hartono and Wahyono's (2015) research shows that purchasing decisions have a significant positive effect on customer satisfaction.

## 8. The Effect of Price on Customer Satisfaction through Purchasing Decisions

Based on the hypothesis test in this study, the results of the *T-statistic* value of 2.929, the *original sample* value of 0.162, and the *P Values* of 0.004. The *T-statistic value* is greater than the T-table value of 1.96, the *original sample value* shows a positive value, and the *P Values value* shows less than 0.05, this result shows that price has a positive and significant effect on customer satisfaction through purchasing decisions.

The price policy or a value can affect the mindset of man, considering his needs as a customer of a product. A person or customer will choose which product performance is more effective, efficient, and suitable for their needs and according to the value of a price or cost, if the performance is effective, efficient, and in accordance with their expectations, it means that the customer will feel satisfied and will make a calculation of cost expenditure for the procurement of the product. The relationship between price and purchasing decisions is that prices influence consumer decisions in making purchases, the higher the price, the lower the purchase decision, conversely if the low price the purchase decision changes higher (Kotler and Armstrong, 2012). Customer satisfaction and price have an important role in influencing consumer purchasing decisions. The existence of high prices will attract consumer purchasing decisions if balanced with high customer satisfaction. This research supports research conducted by Saragih B, (2020).

This research is supported by Nurhayati *et al.*, (2020), in whose research price has an indirect influence on customer satisfaction with purchasing decisions as mediation.

## CONCLUSION AND SUGGESTION

### Conclusion

This study tries to analyze variables related to *personal selling, price, product quality, purchase decisions, customer satisfaction*. The results of this study obtained the following conclusions:

- 1) *Personal selling* has no significant effect on purchasing decisions in customers.

- 2) Price has a significant negative effect on purchasing decisions on customers. This means that the lower the price offered by the service providers of products and services, the more it will encourage consumers to decide on their purchases.
- 3) Product Quality has a significant positive effect on purchasing decisions in customers. This means that the perception of high quality of the products and services offered will increasingly make customers interested in making purchases.
- 4) *Personal Selling* has a significant positive effect on customer satisfaction with customers. This means that the higher the service provided by the company's staff, the more satisfied customers will be to make purchases on company products.
- 5) Price does not have a significant effect on customer satisfaction for PT ABC customers.
- 6) Product Quality has a significant positive effect on customer satisfaction. This means that the higher the quality of the products offered by the company, the more satisfied customers will be with the company's products.
- 7) Purchasing Decisions have a significant positive effect on customer satisfaction. This means that if the products offered by the company are able to meet customer needs, customers will feel satisfied with the product.
- 8) Price has a significant positive effect on customer satisfaction through purchasing decisions on customers.

### **Suggestion**

Based on the conclusions above, several suggestions can be put forward that are taken into consideration for PT ABC and for future researchers:

- 1) PT ABC should strengthen relationships with consumers, among others, do not ignore consumers after traveling, this can be done by contacting consumers again after traveling, using testimonials to attract loyal customers.
- 2) PT ABC should explain the benefits that they will get or *value-added* in accordance with the price offered, then the explanation of prices offered to consumers must be reasonable and not seem artificial, because usually consumers will continue to compare prices with competitors. You can also get around this by giving certain bonuses with a certain minimum purchase. With this strategy, customers can remain loyal.
- 3) PT ABC must improve product quality, such as beautifying the packages offered, namely by making gold packages, platinum and silver packages so that consumers will feel the service in accordance with the desired package.
- 4) PT ABC should increase the diversity of Tour packages, such as making package packages ranging from low to high prices.
- 5) PT ABC is expected that the company's staff or employees pay more attention to customer needs, and are more sensitive to the services needed by customers so as to influence customers to feel satisfaction and always prioritize the products offered by the company.
- 6) PT ABC is expected to provide services that make consumers feel satisfied making purchases on company products. This service starts from providing good product quality, providing friendly *customer service* if consumers do not understand, easy and fast payment services. Some events can be done by providing attractive offers such as gifts and product discounts, this aims to make consumers feel satisfied making purchases of company products.

Suggestions for future researchers, who will conduct research in the same field and use this research as a reference, it is necessary to review it again because it does not rule out the possibility of statements that are not appropriate. In addition, further researchers can use variables that have not been studied by the author such as, customer satisfaction, loyalty,

marketing mix, repurchase intention, promotion, marketing mix, customer experience and others.

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