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PENGARUH PENJUALAN PERSONAL DAN PENGETAHUAN PRODUK TERHADAP CITRA MEREK SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN MOBIL HONDA BR-V

(*Suatu Studi pada Konsumen Mobil Honda BR-V di Dealer Honda Ahmad Yani Bandung*)

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ABSTRACT

One of the fastest growing industries in the world today is the automotive industry. Automotive industry products are very competitive in terms of type, brand, shape, color, technological sophistication, and interior features make it more attractive to buyers. One of the many new products published by Honda Prospect Motor (HPM) is the Honda BR-V. This research was motivated by the sale of BR-V Honda cars which experienced a decline. This study aims to determine the effect of Personal Sales, Product Knowledge on Brand Image and its impact on the decision to purchase BR-V Honda cars at Honda Achmad Yani Bandung. Data analysis in this study uses descriptive and verification methods. Data were collected through questionnaires that were processed and tested through path model analysis. This study refers to the Slovin approach with a 5% error rate where 250 customers are taken as samples. The method used in this research is the Partial Least Square methodology approach using the SmartPLS 3.0 program. Based on the results of data processing, the results of the statistical t test of product knowledge and brand image affect the purchase decision of Honda BR-V cars, but personal sales have no effect on brand image and purchasing decision. So that in this study the decision to purchase a BR-V Honda car at the Ahmad Yani Dealer in Bandung was not affected by personal sales. consumers tend to be more influenced by product knowledge and brand image in making Honda BR-V purchasing decisions.

Keywords : *Personal Sales, Product Knowledge, Brand Image and Purchase Decisions*.

PRELIMINARY

The current era of globalization directs the pace of companies in increasingly competitive conditions so companies must be demanded to be more innovative in offering a product that has better added value compared to competing companies. Through its diverse customer activity, both the need for services and the need for goods and services In the business world both in the national and international scope, every company will always face business competition and competition in the market must be faced. Competition happens to be faced with the expectations of companies able to compete and still be able to maintain its existence in the market both domestic and global market.

In the face of such competition, the company with the results of the products and services will make every effort possible to make a breakthrough, both in products and services that are geared towards consumer purchasing decisions. Consumer purchasing decisions occur based on the consideration of various alternative options and select among consumers that the products to be purchased. Marketers are usually interested in consumer buying behavior, especially the choice of which brand the consumer will buy, the characteristics of the buyer, and the decision-making process for purchasing certain products (Sangaji and Sopiah, 2013 : 104). The company's goal is to create customer satisfaction, because every customer has a need . and different desires for the products and services they choose. Thus producers can determine the right strategy to market their products.

One industry that is growing and developing rapidly in the present is the automotive industry, this can be found on the road car with various types and brands. This shows that the need forcars is needed by the community to support their life activities. Increased income and increased community capacity will encourage people to buy cars and put cars not only as a means of transportation but also a prestige that is not only owned by the upper middle class. This fact is a market opportunity that is utilized by car manufacturers by issuing various types, models and brands issued in Indonesia, which of course must have advantages and must be able to attract consumers to buy it.

Automotive industry products are very competitive in type, brand, shape, color, technological sophistication, and interior features make it more attractive to its buyers. Car brands marketed in Indonesia come from car products made in Asia (Japan, Korea, Malaysia), America, Germany such as: Toyota, Daihatsu, Suzuki, Mitsubhisi, Isuzu, Nissan, Honda, Datsun, Mazda,

KIA, Hyundai, Ford , Chevrolet, Proton, BMW, Opel. Each product brand offers its own service for its customers, in the form of after-sales service, service (periodic maintenance, repairs), availability of spare parts (spare parts), until the pricing is quite competitive in accordance with the type and market segment.

One of the APMs that are heavily releasing new products is PT Honda Prospek Motor (HPM) , in early 2014, HPM launched Brio LCGC (Satya) , followed by mid-2014 with Hond a Mobilio, and in mid-2015 Honda again launched Honda HRV and Honda BRV . The success of these products made PT Honda Honda Motor's market share rise and could pass Daihatsu in 2016 with the highest sales record in the last five years so that it could stick to Toyota in the first place .

At the time of the initial launch, Honda BR-V received a very good response from consumers, but after being marketed for about 2 months, since officially released in 2015, Honda BR-V sales experienced stagna n and based on wholesales sales data of the Combined Vehicle Industry Indonesia (Gaikindo) 2017 from the SUV segment , which experienced the biggest decline was Honda BR-V of 59% from 40,682 units in 2016 to 23,949 units in 2017.

The decline continued in 2018, based on wholesales sales data of the 2018 Indonesian Automotive Industry Association (Gaikindo) of at least 604 cars capable of only being sold in January to March 2018 this is very different from sales in 2016 and 2017. In January to March 2017 as many as 7,094 units of cars were able to sell, even in 2016 as many as 18,921 units of cars were able to sell from January to March 2016.

Based on the data obtained there was a very significant decrease in sales of Honda BR-V cars. This indicates a decrease in the purchase decision of Honda BR-V cars. Departing from this phenomenon makes the writer interested in conducting research related to the reduction in the decision to purchase Honda BR-V cars that are not as good as previous years , especially inHonda car dealers in the city of Bandung where researchers domiciled.

LITERATURE REVIEW

1. Personal Sales

According to Tjiptono et al (2008: 224) *Personal Selling* is a direct (face-to-face) communication between the seller and prospective customers to introduce a product to prospective customers and shape the customer's understanding of the product so they will then try and buy it. Meanwhile, according to Hasan (2013: 604) *personal selling* is a form of presentation verbally with

one or more prospective buyers with the aim of making a sale. Based on the above understanding, it can be concluded that *personal selling* or individual sales is a form of direct interaction between the seller and the buyer with the intention of influencing prospective buyers to want to purchase the product offered.

Kotler and Armstrong (2013: 408) suggested that personal selling, namely *personal selling is personal presentation by the firms sales force for the purpose of making sales and building customer relationships.* The company currently relies on salespeople to find potential buyers and make them loyal customers. Many experts define this personal sale, namely: According to Lupiyoadi (2013: 180) individual sales have an important role in service marketing because of the following things this:

1. Personal interaction between service providers and customers greatly important.
2. People are part of the product services

Personal sales carried out by salespeople can increase consumer knowledge of the products offered and are willing to make purchases. Iba and Wardha na (2014: 10) suggest that personal sales will increase consumer knowledge of the products offered through the percentage and demonstration steps taken by the sales force. It is also an input for salespeople through the closing process to ensure the extent to which consumers have knowledge of the products offered and are willing to make purchases. The principle of personal sales is oriented on transactions because their goal is to close certain sales or create consumer purchasing decisions.

Lin Lin (2007: 121) in Iba and Wardha na (2014: 10) states that consumers with high product knowledge will entrust intrinsic instructions for evaluating quality because theyknow the importance of product information. The level of product knowledge will influence consumers to buy a product.

2. Product Knowledge

Product knowledge is knowledge about products or services that are owned by consumers, which are interpreted by consumers and used as consideration in determining subsequent actions (Ridwan et al, 2017 : 69). Product knowledge is an important thing that must be communicated by marketers in providing guidance on the products it offers to consumers. Product knowledge is an important conceptual variable in consumer behavior and is influenced by information gathering (Ridwan et al, 2017 : 69) .

Consumers have different levels of product knowledge, which can be used to translate new information and help buyers' choices. Each level of the product has a different meaning and a different type. The product level itself has four

levels, namely, product class, product form, brand and model. While there are 4 types of products, namely *attributes* , *functional consequences* ,*psychosocial consequences* , and *values* (Peter and Olson, 2010: 66).

It was emphasized that product knowledge depends on consumers or consumer confidence about the products that are in it. Knowledge of the product *(product knowledge)* have an important role in consumer behavior research, because it is basically based on the recollections of product knowledge or knowledge known by consumers.

3. Brand Image

Brand image as a whole (*brand, product, and value*) is the unification of all perceptions and feelings of people who hold on to a company. Value indicators make a brand available based on customer evaluation (positive or negative) and potential customers (Evita, 2017: 442). This evaluation forms a brand image in customer perceptions, and in factual terms they need real objective evidence in creating certain perceptions of perception that are able to influence customer purchasing decisions through touch points that are deliberately created by the company.

Different and unique brand images are important, because the product is full, so consumers will increasingly depend on the brand image rather than the actual brand attributes to make purchasing decisions. According to Setyaningrum, et al (2014: 6) in Evita (2017: 442) brand image indicates a strong relationship with purchasing decisions. The better the brand image perceived by consumers, the more consumer purchasing decisions. According to Hasan (2013: 215) in Evita (2017: 442) says if a high level of brand awareness and positive image is believed to increase the possibility of products to be chosen and reduce vulnerability to competitive forces. According to Hui Wang, Fen Tsai (2015) in Evita (2017: 442) Brand image is an important signal duringthe consumer purchasing decision process. Good Brand information positively influences perceived quality, perceived value, and consumer willingness to buy.

Consumers are more inclined buy a famous brand product with a positive *brand image* , because the brand with that image more positively it does have the effect of reducing the risk that consumers feel or increase perceived consumer value . According to Alma (2012: 260), perceive the brand / product image as follows: *"The process by which a person chooses, organizes, and interprets information input to create a meaningful picture."* Meanwhile, according to Tjiptono (2012: 49) the notion of brand image is: "Description of associations and consumer confidence in certain brands."

Based on the description above, it can be concluded that the

brand / product image is the consumer's understanding of the brand as a whole which is not merely determined by how to givea good name to a product. But the brand is also needed how to introduce the product so that it can become a memory for consumers in forming a perception of a product .

4. Purchase Decision

According to Ujang Suwarman (2010: 289) explains that consumer behavior seeks to understand how consumers seek, buy, use, evaluate and spend products and services. Decision making is a process of selecting options from two or more alternative choices. This is strengthened by Nugroho et al (2015 : 10), that the purchase decision is *"The integration process that combines the attitude of knowledge to evaluate two or more alternative behaviors, and choose one of them"*.

RESEARCH METHODS

Population and Sample

The sampling technique in this study is the method *Non-Probability Sampling* . method *Non-Probability Sampling* are each a nggota the population does not have the same opportunity or opportunity as a sample (Sugiyono, 2009: 124). Based on this explanation, the population in this study is all Honda Yani dealer customers in the city of Bandung . Population data is taken from Honda BR-V customer data in 2016 until 2018 with a total of 668 customers . The sampling technique in this study refers to the Slovin approach (Umi Narimawati, 2010: 38) . Based on the sampling calculation, the number of samples to be taken is 250 customers of BR-V cars .

Data Analysis Technical

Data processing in this study uses the SmartPLS (*Partial Least Squares*) program which is a statistick program package for SEM (*Stuctural Equalling Model*).

Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent or stable over time. Reliability tests were calculated using Cronbach Alpha> 0.60 which shows the instruments used reliably (Sugiyono, 2010: 112).

Validity test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the question in the questionnaire is able to reveal something that will be measured by the questionnaire. Validity test is done by

comparing r count with r table. If r count is greater than r table and positive value then the item or statement or indicator is declared valid (Sugiyono, 2010: 119) .

RESEARCH RESULTS AND DISCUSSION

Research Results Test Validity and Reliability :

Table 1

TEST Validity and Reliability

Variabel	Indikator	r-hitung	r-tabel	Kete.	alpha Cronbach	Ket.
Penjualan Personal (X1)	PP1	0.797	0,3	valid	0.885	Reliabel
	PP2	0.832		valid		
	PP3	0.789		valid		
	PP4	0.694		valid		
	PP5	0.736		valid		
	PP6	0.639		valid		
Pengetahua Produk (X2)	PK1	0.751	0,3	valid	0.856	Reliabel
	PK2	0.851		valid		
	PK3	0.840		valid		
Citra Merek (Y)	CM 1	0.820	0,3	valid	0.826	Reliabel
	CM 2	0.752		valid		
	CM 3	0.776		valid		
Keputusan Pembelian (Z)	KP1	0.831	0,3	valid	0.860	Reliabel
	KP2	0.694		valid		
	KP3	0.820		valid		
	KP4	0.789		valid		
	KP5	0.561		valid		

Source: Smart PLS 3.0

The validity and reliability tests tested using Table 1 show that the results of the instrument validity test give good value on the indicator items of each of the main variables. The average r count value obtained is higher than the critical value of 0.30. From Table 1 it can also be seen that the total item value of all variables is indicated to be reliable. This can be seen from the Alpha Cronbach's value of each variable, both the independent variable and the dependent variable having a reliable average value of above 0.60. So it can be said that all construct variables are valid and reliable so that they can be accepted and used for further statistical analysis.

Display of PLS Boothstrapping Results

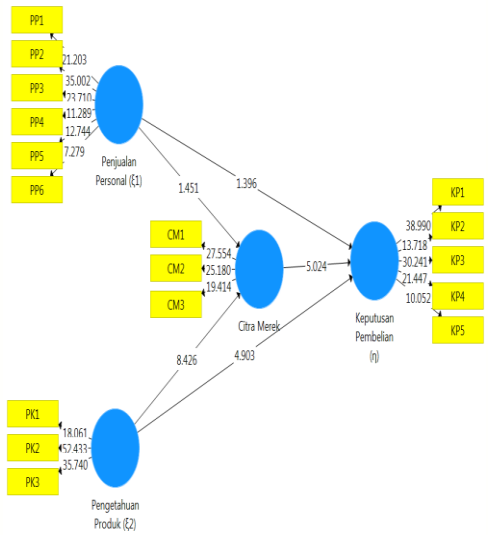


Figure 1. structural model output

To assess the significance of the predictive model in the structural

model testing, it can be seen from the t-statistic value between the independent variable to the dependent variable in the Path Coefficient table in the SmartPLS output below:

Table 2

Path Coefficients (Mean, STDEV, t-Value)

Nomer	Hubungan	*t- statistic*	*p- value*
1	Penjualan Personal berpengaruh positif dan signifikan terhadap Citra Merek Honda BR-V	1.451	0.116
2	Pengetahuan Produk berpengaruh positif dan signifikan terhadap Citra Merek Honda BR-V	8.426	0.000
3	Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian Honda BR-V	5.024	0.000
4	Penjualan Personal berpengaruh positif dan signifikan terhadap Keputusan Pembelian Honda BR-V	1.396	0.163
5	Pengetahuan Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Honda BR-V.	4.903	0.000

Source: Smart PLS 3.0

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusions in this study are:

1) Consumer response of BR-V Honda cars at Honda Dealer Ahmad Yani Bandung :
   a. Consumer responses regarding personal sales of Honda BR-V products are good , with a total score of 85% where the highest score is in the *Presentation and Demonstration*indicator 8 7% and the lowest score is in the *Follow up* indicator 83%.
   b. Consumer knowledge about Honda BR-V products is good with score scores, with a total score of 79% where the highest score is on the knowledge indicator a bout 99% product characteristics or attributes and the lowest score is on the product confidence indicator 79%.

c. Consumer response regarding Honda brand image is good . with a total score of 79% where the value of the percentage score of the uniform score is 79%.
d. Consumer responses regarding buying decisions are good. with a total score of 80% where the highest score is on the alternative evaluation indicator, which is 81% and the lowest score is on the 78% post-purchase behavior indicator.

2) Partially the variables of Personal Sales do not have a significant effect on the BR-V Honda Car Brand Image at Honda dealer Ahmad Yani. Partially Knowledge Products have asignificant positive effect on the BR-V Honda Car Brand Image at Honda dealer Ahmad Yani Bandung. Simultaneously the variables of Personal Sales and Knowledge Products have a positive and significant effect on the BR-V Honda Car Brand Image at Honda dealer Ahmad Yani Bandung .
3) Brand Image variables have a significant effect on Purchase Decisions BR-V Honda car at Honda dealer Ahmad Yani Bandung .
4) In S imultan Personal Sales, Product and Brand Knowledge influence the purchase decision BR-V Honda car at Honda dealer Ahmad Yani Bandung . Partially Personal Sales variables do not have a significant effect on the purchase decision of Hond a BR-V cars at Honda dealer Ahmad Yani Bandung. Partially Knowledge Products have a significant positive effect on Purchase Decisions BR-V Honda car at Honda dealer Ahmad Yani Bandung . Partially Brand Image has a significant positive effect on Purchase Decisions BR-V Honda car at Honda dealer Ahmad Yani Bandung.

Suggestion

After the author gives conclusions from the results of the study about the effect of the influence of personal sales , product knowledge on brand image and its impact on the decision to purchase Honda BR-V cars at Honda Yani Dealer as follows:

Operational Advice

1) In order to increase sales of Honda BR-V cars at Honda Dealers Ahmad Yani , it is better for the dealers to further enhance

the ability of salespeople , determine potential buyer markets, marketing techniques by marketing personnel and direct interaction of marketers to the public in order to support variable brand image in building the purchase decision of Honda BR-V cars.

Two) Personal Sales activities conducted by Sales at Honda dealer Ahmad Yani have been said to be quite good. But in some ways the sales must try again unu t k improve product knowledge to customers that will enhance the brand image and purchasing decisions.

Academic Suggestions

Academic advice in this study is divided into two parts, namely for the development of management science and for other researchers, namely in the following section:

1) For the Development of Management Science
The results of this study are expected to add insight into knowledge and understanding related to the influence of personal sales , product knowledge on brand image and its impact on purchasing decisions, as well as input and additional references for readers.

2) For other researchers
For further researchers, because there are still many other influential factors outsid e the research model, it is expected to be able to research using other variables outside this variable, and can add other independent variables, it is recommended to use different populations and samples to obtain conclusions that support theories and concepts that are generally accepted.

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