

ADVERTISING, PERSONAL SELLING AND SALES PROMOTION ON PURCHASE INTENTION SKINCARE LANEIGE

Chris Chelsea Cornelia Alwi¹
Bilson Simamora²

¹Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: 66180114@student.kwikkiangie.ac.id

²Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: bilson.simamora@kwikkiangie.ac.id

Abstract

Skincare is skin care that is obligatory to do. Indonesia is one of the many countries that have a fairly high enthusiasm for skincare from South Korea. Companies need to develop effective marketing, such as advertising, personal selling and sales promotion. Advertising aims to persuade the audience to achieve product purchases by embedding the product in public memory. Personal selling is defined as face-to-face contact, a process between a buyer and a seller to achieve the planned goals. Sales promotion is a personal communication to encourage purchasing decisions. Purchase intention is a purchase intention that can predict sales of products and services. The Grand Theory used by the author is SOR Theory (Stimulus-Organism-Response) which is an action-reaction in communication. The object of this research is Laneige skincare. The subject of this study is someone with the age of 15 years to 30 years and used 100 respondents. The sampling technique used is convenience sampling. The results of this study reveal that there is an effect of advertising, personal selling and sales promotion simultaneously on purchase intention. If based on the T test, it is found that only advertising and personal selling have the effect of purchase intention. Suggestions from researchers are that Laneige's advertising, personal selling and sales promotion should be more adapted to current market trends. As for the next party, in order to be redeveloped in terms of variables, it is not only focused on advertising, personal selling, sales promotion and purchase intention.

Keywords:

Skin Care, South Korea, SOR Theory, Advertising, Personal Selling, Sales Promotion And Purchase Intention.

How to Cite:

Alfandry, Rivan (2021) PENGARUH SUASANA TOKO, PROMOSI DAN HARGA TERHADAP KEPUASAN PELANGGAN JANJI JIWA DI WILAYAH BEKASI. Jurnal Komunikasi Dan Bisnis. <http://eprints.kwikkiangie.ac.id/id/eprint/2380>



Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-Undang

Corresponding Author:
Chris Chelsea Cornelia Alwi

Email:
66180114@student.kwikkiangie.ac.id

Article History:

Received: 13 May 2022

Revised: 13 May 2022

Accepted: 13 May 2022

Published: 13 May 2022

Publisher:

LPPM Institut Bisnis dan Informatika Kwik Kian Gie

Selection and Peer-review under the responsibility of the Editor Team of Jurnal Komunikasi dan Bisnis.

OPEN ACCESS

THE EFFECT OF

INTRODUCTION

Skincare is skin care that is obligatory to do. Skincare does not look at gender and age. Both men and women, who are young, adults, and even those who are old, need skin care in order to stay well-groomed and healthy. There are also various types of skincare, such as cleansing, toner, moisturizer, sunscreen, facial serum, essence, and eye cream. Many skincare products from abroad and even domestically also compete to present the best and made from natural ingredients. Currently, skincare from Korea is in great demand because it releases skin care products from natural ingredients. Indonesia is one of the many countries that have a fairly high enthusiasm for skincare from South Korea.

Companies are now required to not only market good products, offer them at attractive prices, and make it easy for customers who need them. Companies are required to be able to think creatively, innovatively in order to always provide differentiation and profit. Companies also need to develop effective marketing through promotional communications, especially for consumers. Promotions in it such as advertising, personal selling and sales promotion. Meanwhile, personal selling and sales promotion are elements that can encourage purchase decisions. The marketing function plays a very important role for companies in carrying out all activities related to the flow of goods and services from producers to final consumers. By paying attention to sales promotion activities, it is hoped that they can influence purchasing decisions. Successful promotions at least provide separate information or messages that can change consumers' mindsets, which in turn will influence consumer behavior to consume the promoted product. In addition to promotions, the basis of the level of sales volume is price considerations.

The fact shows that nowadays price is one of the main factors influencing purchasing decisions made by consumers. The selling price is basically an offer to consumers. If the consumer accepts the price, the product will sell, on the other hand, if the consumer rejects it, it is necessary to review the sales price. It is possible that the consumer has a discrepancy after making a purchase because it may be considered too expensive or because it does not match the previous wishes and description. Thus, an appropriate pricing strategy is needed. Pricing strategy is very important to attract consumers' attention.

LITERATURE REVIEW

S-O-R Theory

Theory is an important thing in research. Theory is useful as a guiding tool in compiling research with data obtained from source analysis and evaluation of research results that have been carried out. Theory is like a framework that can be a limitation that can make researchers more focused. SOR theory is an abbreviation of Stimulus, Organism and Response. This theory shows that communication is a process of action and reaction.

In communication theory S-O-R has important elements, including:

- Message (Stimulus), changes in behavior can occur by increasing and multiplying the stimulus. Therefore, behavior change occurs through the learning process. Learning material is one of the stimuli. The design of the stimulus in this research is advertising, personal selling and sales promotion.
- Communicator (Organism), someone who receives messages from communicators. The design organism in this study is someone who knows and is a consumer of Laneige skincare.
- Effect (Response), a change in attitude or behavior when the stimulus has received the attention of the organism and understands the purpose of the stimulus. The effect design in this study is purchase intention.

Advertising

The definition of advertising according to Hadiwasito (2020:14) is a form of communication about products and/or brands to the target market, so that the audience wants

to give a response that is in accordance with the advertiser's goals. According to Hadiwasito (2020: 18), advertisers are the initiators, sponsors, and users of advertising services. Advertisements shown in mass media can persuade audiences, but television has a mass reach and is the most powerful advertising medium. Advertising can affect individual attitudes, lifestyle in the long term as well as the culture of the country. According to Hadiwasito (2020: 18), advertising is the entire process that includes planning, implementation, monitoring, feedback, and measurement of communications related to products and brands.

According to Esmail (2012), three things advertising can affect purchase intention which deserves to be appointed as a dimension in this study, namely:

- a. **Creating Awareness** advertising can help consumers get an idea about the brand of a product or service that is advertised and is known by the public (identification).
- b. **Providing Product Information:** advertisements can provide clear, useful, and reliable product information.
- c. **Helping Consumers to Determine the Worth of Product:** advertising helps consumers to decide which products are worth buying.

Based on the explanation of the types of advertisements, the conclusion is that advertising is a component of marketing communication where the products offered to consumers are packaged attractively through an advertisement display which then persuades consumers to make purchases of the product. In this study, it is more directed to the discussion of internet advertising which is part of broadcast advertising.

Personal Selling

According to Adesoga (2016:104), personal selling compared to other promotional mix elements (advertising, sales promotion and publicity) is fundamentally unique. While advertising and sales promotion focuses on creating awareness about a product's existence providing information on product features, availability and pricing in bulk, personal selling is an individualistic approach that deals with individual customers. Personal selling is a face-to-face meeting that causes communication between the seller and the buyer designed to cause a purchase to the consumer. In general, if a product has a high unit value and requires demonstration of its benefits, then the product is suitable for personal selling. Conditions that favor personal selling can be grouped into four broad categories: market conditions, product conditions, consumer conditions and company conditions.

According to Kotler and Keller (2016: 673), personal selling has stages that can be used by researchers as dimensions in personal selling, including:

- a. **Approach (approach)**, an important first step for sellers before offering their products or services can be starting from self-introduction, the background of the company being represented and continuing to product explanations. The next important thing is to accommodate and accept criticism and suggestions from potential customers and the accuracy of the seller in providing responses.
- b. **Presentations and demonstrations**, the presentation of product knowledge becomes a seller's success in order to trigger the interest of potential consumers to the goods or services offered. The seller will feel calm if the mastery of knowledge about the product or service deepens, due to the ability to answer various questions from potential customers.
- c. **Handling objections**, the next phase of selling, namely, potential customers who may think again and again are even less interested in making a purchase. The attitude of not panicking, not objecting and handling professionally are things that must be done by the seller.
- d. **Closing**, furthermore, the step that is considered the most difficult by the seller is closing the sale, which is defined as a purchase from the prospective customer. General signals emitted by buyers such as asking the seller, a response in the form of comments,





gestures towards the seller which means that they are interested and asking for prices related to goods or services.

- e. Follow-up, the last thing that should be done but is often overlooked by sellers is follow-up. The seller should monitor directly in the field to ensure the product has arrived at its destination correctly and the product is working properly, providing instructions from the manual on how to use the product and how to pay. The implementation of this follow-up is aimed at encouraging consumers to make positive references by word of mouth, increasing the possibility of repeat purchases and consumers turning into regular customers.

Sales Promotion

According to Duncan (2008:11), sales promotion has been designed to motivate audience responses quickly by means of value-added offers that are used in a short period of time. Sales promotion is used to move someone through purchasing decisions for a particular brand. According to Camilla Briggs (2017, accessed on April 7, 2022) the types of promotions are as follows:

- a. Coupons, certificates that entitle customers to get cash discounts on goods & services.
- b. Premiums, cheap goods given to consumers at a discount or free of charge; factory packs, traffic builder and coupon plans.
- c. Offers, offering short term price reductions marked directly on the label or package.
- d. Incentives, create customer excitement and increase sales; higher priced products are earned & awarded through contests, sweepstakes, holidays and rebates.
- e. Product Sample, free trial measure of a product.
- f. Sponsorship, the sponsoring company pays a fee for the right to promote itself and its products or services in a specified location; It can be a physical site, an event, or a person.
- g. Promotion of Tie-Ins, partners combine their resources to carry out promotions that will create additional sales for each partner
- h. Product Placement, using branded products in movies, television shows, or sporting events.
- i. Loyalty marketing program, frequent buyer program, rewards its customers.
- j. Online loyalty marketing, just like any loyalty marketing program.
- k. Point-of-Purchase displays, displays that are placed in high-traffic areas and promote impulse buying.
- l. Promotion of consumer sales, displays are placed in the best market places and promote impulse buying.

Purchase Intention

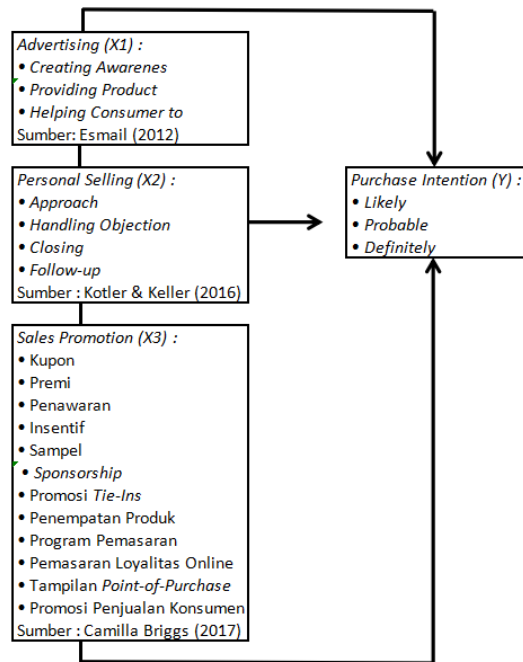
Purchase intention has a close relationship with consumer purchasing decisions. Intention is used to predict consumer action whether or not to make a purchase. Before buying, consumers usually find out in advance about product information based on personal experience or information from the surrounding environment. The information obtained will be used as an assessment of the product. Furthermore, what consumers can do is compare products, evaluate and make decisions. According to Sari and Kusuma (2014) the dimensions of purchase intention are as follows:

- a. Likely, is the consumer's plan to purchase the product.
- b. Probable, a level of possibility of consumers in buying a product.
- c. Definitely, is a certainty in buying a product.

Framework

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

Instansi Esprit dan Informatika Kwik Kian Gie



The framework above is the preparation of a promotional mix strategy that has a number of factors to consider including the company and the X variables that the author focuses on, namely, advertising, personal selling, and sales promotion. The last arrangement is the influence of X1, X2 and X3 which causes purchase intention actions based on the previous X factors. The purchase intention variable, which is meant by the researcher, is related and meaningful to goal intention. positive has several uses for the company. One of them is customer loyalty to the products and services offered. Loyalty is the goal of companies offering products and services. These companies use various means to gain consumer loyalty. This will be added in terms of sales involving salespeople and also the sales media. For example, if the ad is interesting, someone will buy it and then it is possible to recommend it to the closest people. Then, sales involving salespeople also involve information received clearly so as to eliminate the doubts of consumers to buy the products offered.

RESEARCH METHODS

The object of research in this research is the Laneige brand, the type of skincare. Meanwhile, the object of observation is advertising (advertising), personal selling (personal selling), and sales promotion (sales promotion) on purchase intention. This research was realized through a questionnaire distributed to 100 respondents.

The subject of this study was someone with an age range of 15 years to 30 years. This research was conducted to determine the effect of the independent variables in the form of advertising (advertising), sales promotion (sales promotion), and personal selling on the dependent variable, namely, purchase intention of Laneige consumers. This study uses a cross sectional design which is carried out in a certain time and it is impossible for other studies to be compared at different times. The type of research method used is quantitative method.

This study uses primary data, namely data that is collected directly through the first source, namely the research subject. The data used are quantitative type which is expressed in the form of numbers. The author uses Google forms in order to obtain data from respondents who can fill out online questionnaires using the internet. The type of questionnaire distributed by the author is in the form of closed questions that have previously been prepared by the researcher before being given to the respondents. The purpose of the questionnaire that has been made by the researcher is to get a score assessment based on the questions that have been

© Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-Undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini dan mengutipnya dengan cara-cara yang tidak diperbolehkan dalam hukum hak cipta.
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

filled out by the respondents. While the scale used by researchers is a Likert scale that is useful for testing individuals or groups regarding attitudes, opinions and views about a social phenomenon. The level of answers on the questionnaire starts from number 1 to the highest at number 5. This number has a value with meaning, a value of 1 as strongly disagree, a value of 2 for disagreeing, a value of 3 for moderately agree, a value of 4 for agreeing and finally a value of 5 for strongly agree.

According to Sekaran (2013) the sampling technique uses non-probability sampling. With a convenience sampling approach when viewed from the way of taking the sample units. The sample that will contribute to this research is a sample that fits the criteria that have been formulated by the researcher, namely, aged 15 to 30 years and also someone who knows Laneige skincare. This research uses the Slovin formula because in the withdrawal of 100 samples, the number must be representative so that the research results can be generalized and the calculations do not require a table on the number of samples, but can be done with simple formulas and calculations.

This method explains how to analyze data using statistical analysis so that it can test the influence between the independent variable and the dependent variable and is useful for testing the hypothesis presented by multiple linear regression analysis. Before performing multiple linear regression analysis, the researcher first tested the validity, reliability, statistical descriptive test, classical assumption test which consisted of normality test. If all models can pass the test, then a hypothesis test will be carried out which is the F test and T test and the coefficient of determination test (adjusted R² squared). This data test was carried out using the SPSS (Statistical Product and Service Solution) version 28 program. The respondents used were 100 respondents aged 15-30 years with the condition that they knew Laneige skincare, but based on Bilson Simamora (2017, accessed on February 20, 2022) about The steps in the normality test if they have invalid results cause the researcher to have to discard the presence of outliers and reduce the number of respondents to 80 respondents which causes the next test to also use 80 respondents.

In this study, the data analysis technique that the researcher will use kinds of activities in the analysis namely:

- a. Validity Test, validity test is used in order to determine the accuracy of the measurements in the object under study. In the validity test, all items will be tested for correlation with the total variable score. The shape of a variable should have a correlation (r) with the total score of each variable being 0.25. If the variable has r arithmetic < 0.25 it will be declared invalid, and vice versa if the item has r arithmetic > 0.25 then it is declared valid.
- b. Reliability Test, reliability is the balance of measurement results in a repetitive way from time to time. We can know the reliability by taking measurements repeatedly on the same indication and getting the same results. Reliability will be tested using Alpha-Cronbach. If the Alpha-Cronbach value > 0.7, it can be said that the reliability is good.
- c. Descriptive Statistical Analysis, descriptive statistical analysis is an analysis that is useful for finding the presence of independent variables, which are contained in one or more variables, without comparing the variable itself with other variables.
- d. Classic Assumption Test, the results of multiple linear regression can be applied to a good predictive tool if it completes some of the assumptions that exist in the classical assumptions. The requirement to obtain good assumptions is to meet the normality test.
- e. Hypothesis Test, can help assess all the possibilities. For any given random sample, the meaning that emerges from this random sample will almost certainly not be the same as the original population.
- f. Multiple Linear Regression Analysis, regression analysis is a technique that is applied to explain the form of the relationship between two or more, especially the relationship between variables that contain cause and effect. The modeled relationship can be seen through the equation of the form that connects the dependent variable Y with one independent variable X. Predictor variables in regression analysis often have quantitative

properties. The method or analysis technique used by the author in this study is a multiple linear regression analysis method. Multiple linear regression analysis method is a statistical method that is useful for knowing the relationship between the dependent variable and the independent variable

Multiple Linear Regression Model, the equation of the multiple linear regression model in this study is as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Y = Purchase intention

α = Konstanta

b = Koefisien regresi

X_1 = Advertising

X_2 = Personal Selling

X_3 = Sales promotion

e = Error

RESULTS AND DISCUSSION

Based on the data that has been processed and analyzed, the results of this study areas follows:

a. That the age of the respondents in this study was dominated by the age of 20-24 years and were Laneige skincare consumers.

b. Based on the Coefficient of Determination Hypothesis Testing, the Adjusted R Square (Adjusted R2) value is 0.865, which means that 86.5% of the variation in the purchase intention variable can be explained by advertising, personal selling and sales promotion. While the remaining 13.5% is explained by variations of other variables not found in this study.

c. Based on the analysis of the F test, it can be concluded that H_a is accepted, meaning that advertising, personal selling and sales promotion simultaneously have a positive and significant effect on purchase intention.

d. Based on the T test, it can be concluded that advertising partially has a positive and significant effect on purchase intention.

e. Based on the T test, it can be concluded that personal selling partially has a positive and significant effect on purchase intention.

f. Based on the T-test, it can be concluded that sales promotion partially has no effect on purchase intention.

g. In the research conducted, it is known to have an advertising value of $\text{sig./2 } 0.0485 < 0.05$. This shows that advertising has a very significant influence on purchase intention.

h. In the research conducted, it is known that personal selling has a value of $\text{sig./2 } 0.0000 < 0.05$. This can indicate that personal selling has a positive and significant influence on purchase intention.

i. In this study, it is known that sales promotion has a value of $\text{sig./2 } 0.194 > 0.05$. This can indicate that sales promotion does not have a very significant effect on purchase intention.

CONCLUSIONS

The conclusions that can be obtained as a result of data processing from the influence of advertising, personal selling and sales promotion on Laneige skincare purchasing intention can be described as follows:

1. Advertising has a positive and significant effect on Laneige skincare purchasing intention.
2. Personal selling has a positive and significant effect on Laneige skincare purchasing intention.
3. Sales promotion has no effect on Laneige skincare purchasing intention.
4. Advertising, personal selling and sales promotion show a positive and significant influence on Laneige skincare purchasing intention.

REFERENCES

Adesoga, A. (2016), Examination Of The Relevance Of Personal Selling In Marketing Activities: A Descriptive Method. *Journal Of Accounting And Management*, 6(2), 103-116

Camilla, B. (2017), Types of Promotion, diakses pada 7 Februari 2022.

Duncan, Tom (2008), *Principles Of Advertising & Imc*, Edisi Ke-2, New York: Mc Graw Hill Irwin.

Esmail et al (2012) , The Influence of Trust, Advertising, Family on Intention and Actual Purchase of Local Brand in Yemen, *American Journal of Economics* 2(4):64-68.

Hadiwasito, Sutedjo (2020), *Etika Pariwara Indonesia*, Edisi Ke-3, Cetakan Ke 1, Dewan Periklanan Indonesia.

Kotler, P dan Kevin L. Keller (2016), *Marketing Management*, 15th Edition, Pearson Education, Inc.

Sari dan Kusuma (2014), "ASEAN Marketing Journal Vol. VI no. 1, Pg-54".

Sekaran, Uma. (2013), *Research Methods for Business*. Jakarta: Salemba Empat.

Simamora, B. (2018), Uji Normalitas. Sebuah Artikel Pada Blog Bilson Simamora Marketing And Research Center.

