

The Influence of Personal Selling and Digital Marketing on the Sales Performance of Laboratory Service Through Customer Buying Interest at PT. Prodia in Makassar City

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Abstrak

The aim of this study is to determine and analyze the influence of personal selling and digital marketing on the sales performance of laboratory services through customer buying interest at PT. Prodia in Makassar City. The research methodology used descriptive method and path analysis technique for data collection through observation and questionnaires. The results of the study indicate that personal selling and digital marketing have a positive and significant impact on customer buying interest. Personal selling and digital marketing also have a positive and significant influence on the sales performance of laboratory services at PT. Prodia in Makassar City. Customer buying interest has a positive and significant impact on the sales performance of laboratory services. Furthermore, based on the results of the online Sobel test, it can be concluded that customer buying interest mediates the influence of personal selling and digital marketing on the sales performance of laboratory services at PT. Prodia in Makassar City.

Keywords: personal selling, digital marketing, customer buying interest and sales performance

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INTRODUCTION

The development of laboratory services in Indonesia is experiencing rapid growth. This is due to the many laboratory service companies that have sprung up. Currently, competition in the laboratory services industry is getting tougher because of the many similar companies, so that every laboratory company must continue to improve its progress in order to attract potential customers. Clinical laboratory services are very important, because they can provide services that cover various types and analyzes needed for the diagnosis, prevention, treatment, and monitoring of patient medical conditions. One of the reasons why clinical laboratory services are important is because clinical laboratories provide test results that assist doctors in diagnosing a patient's disease and medical condition. Laboratory tests such as blood tests, urine tests, imaging tests, and genetic tests can provide important information about a patient's health, such as the presence of infection, inflammation, organ disorders, or genetic disorders. In addition, clinical laboratory services allow doctors to monitor the patient's response to treatment ongoing treatment, by conducting periodic laboratory tests, the doctor can measure the success rate of treatment and modify the treatment regimen if necessary. Laboratory tests can also assist in identifying side effects or complications that may arise from treatment. Thus, clinical laboratory services play an important role in the health care system

by providing important information for diagnosis, prevention, treatment, and monitoring of patients' medical conditions.

Recognizing the importance of the function and role of the clinical service laboratory that is happening at this time will provide clinical laboratory service businesses with prospects so that many companies open clinical laboratory business services. As a result of the many clinical laboratory service companies that have sprung up resulting in a level of intense competition, therefore one of the factors that is the goal in managing a business is sales performance. Good sales performance will enable every business to grow and develop its potential. Thus it can be said that good sales performance will be able to provide a competitive advantage for each company, the influencing factors are personal selling and digital marketing, where personal selling is an effort to sell products or services directly to marketing personnel to obtain potential customers.

Personal selling is an attempt to sell products or services directly by a salesperson to potential customers. Within the scope of laboratory services, a salesperson can play an important role in influencing customer re-purchases to purchase laboratory services. Through face-to-face interactions, marketing personnel can provide more detailed information about laboratory services, explain their benefits, and answer potential customer questions. This personal selling interaction can help build trust and influence consumer re-interest in using laboratory services. Digital marketing uses digital platforms such as websites, social media, email and search engines to promote products or services to potential customers (Tan, 2021).

In the context of laboratory services, digital marketing can include informative content marketing, online advertising campaigns, and Search Engine Optimization strategies to increase visibility and reach the target audience. Digital marketing can create awareness about laboratory services, re-engage potential customers, and direct them to appropriate sales channels. To improve sales performance, it can be seen from a person's buying interest, this is in accordance with the opinion expressed by Sihombing and Dewi (2019: 138) that buying interest is a desire that arises in consumers for a product as a result of a process of observing and learning consumers to a product. Consumers who have an interest in buying a product show attention and pleasure towards the product followed by realization in the form of buying behavior. Febriyanti (2016) consumers who already have a positive attitude towards a product or brand, will generate an interest in buying the product or brand, which means that with an interest in buying, consumers show good company sales performance.

Many factors affect the interest of purchasing and company sales performance, but this research focuses on personal selling and digital marketing. According to Tjiptono (2019: 56), personal selling has an impact on consumer interest. If personal selling is increased, then consumer interest to buy will also increase. Conversely, if personal selling is not optimal, consumer interest will decrease. Research Aprianto and Candraningrum (2019) showed a relationship between personal selling and interest in purchasing products. In addition, personal selling also affects sales performance, as explained by Kotler and Armstrong's theory (2018: 484), which states that personal sales involve interactions between individuals and customers to create and improve sales performance and maintain relations with customers. Damayanti (2019) also concluded that personal selling has a positive and significant influence on sales.

Digital marketing also has an influence on purchasing interest, as explained by Purwana and Aditya (2017: 2), that digital marketing is one of the marketing methods that are in demand by the community today to support various business activities. Digital marketing acts as an online marketing information media that has a great attraction in attracting consumer purchasing interest. Randa Research Findings (2021) and Sugiharto and Rahardjo

(2020) also support this by showing that digital marketing has a positive and significant influence on purchasing interest, in line with the influence of personal selling on buying interest.

Furthermore, digital marketing also affects sales performance, as revealed by Musnaini et al. (2020: 12), that digital marketing is an effort or method for marketing brands or products using digital media. Hendrawan's research, et al (2019) shows that digital marketing has a positive and significant influence on purchasing decisions, which means an increase in sales performance. Thus, digital marketing has an important role in improving sales performance through its influence on purchasing decisions.

Purchase interest is a variable mediation influence between personal selling and digital marketing on sales performance, where with a personal selling marketer or salesman has the freedom to adjust messages to meet consumer needs on information, where personal selling is the most appropriate effort, which allows marketers to focus on prospects The most promising sales (Machfoedz, 2015: 106). This research has not been examined buying interest as a mediation variable, therefore this is a happiness or novelty for this research. As for the object of this research is at PT. Prodia in Makassar City, as a company engaged in the field of health laboratories by conducting business activities such as establishing clinics, health laboratories, hospital management, nurse research and education centers and health checks.

The phenomenon that occurs that the number of customers has decreased in the 2022 period, the decline in sales, where with a decrease in sales performance due to intense competition, it needs to be done through the application of personal selling and digital marketing to the sales performance of PT. Prodia, customer buying interest is an important factor that must be considered. Customer buying interest reflects their interest and intention of purchasing certain products or services. In this case, PT. Prodia is expected to increase consumer purchasing interest, which in turn will have a positive impact on the sales performance of laboratory services, thus the need for observations related to the influence of personal selling and digital marketing on customer interest through sales performance.

E-Business Management

E-Business is an activity directly or indirectly related to the process of exchanging goods and/or services by utilizing the internet as a medium of communication and transactions, and one of the internet technology applications that penetrated the internal business world, encompassing systems, customer education, product development and business development (Purwaningtias, 2020:2). E-Business Management aims to increase the competitiveness of organizations or companies by disseminating innovative information and communication technologies throughout the organization through links to partners and customers, not limited to the use of technology to automate business processes. organization or company but must also achieve the transformation process by applying technology to change existing business processes (Damanik and Putra, 2022).

Personal Selling

Personal selling activities are part of the activity Promotion is a way to introduce and attract interest consumers of products offered face to face. This promotion is one of the variables in the marketing mix which is very important for companies to implement offer their products. According to Tasnim et al., (2021: 145) personal selling or personal selling is interaction between individuals, meeting each other face to face aimed at creating, repairing, controlling, or maintaining mutually beneficial exchange relationships with other parties. Hery et al., (2019) stated that personal selling or often called face-to-face selling communication

between producers represented by the salesperson, with potential consumers, which involve thoughts and emotions, and face to face directly with the buyer.

Gunasekharan et al, (2015: 22) uses 4 indicators to measure the effectiveness of personal selling in increasing consumer interest in making purchases, namely:

1. Communication skills

Communication skills show the ability of personal sales to establish good communication with consumers, have a polite attitude, able to control emotions.

2. Product knowledge

Product knowledge shows the ability of a sales person to explain product characteristics, product benefits, and be able to answer various questions asked by consumers about the products offered.

3. Creativity

Creativity refers to the sales person's skills in marketing products, using various communication methods to attract the attention of consumers, and having patience when offering products to consumers.

4. Empathy

Empathy refers to the ability of the sales person to give individual attention to consumers, really prioritize the interests of consumers and the sales person's understanding of consumer needs as well as the ability of the sales person to provide solutions to problems faced by consumers.

Digital Marketing

Haryanto and Azizah (2021: 2) state that Digital marketing or digital marketing is a process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that can satisfy the goals of both parties. Musnaini et al., (2020: 12) explain Digital Marketing or what can be called digital marketing is an effort or method to market a brand or product using supporting media in digital form .

Digital marketing indicators according to Ryan and Jones (2019) are:

1. Website

Website is a medium that functions as a link in the digital world broadly and thoroughly.

2. Search Engine Optimization

Search Engine Optimization or commonly called SEO is one of the important media on websites that functions to make it easier for internet users to find a website they are looking for that is relevant to their wishes.

3. E-mail

Electronic-based mail, which is still an effective communication medium, is primarily used to send formal documents.

4. Social media

Social media is one of the most important marketing media today. Social media This is electronic-based media that is useful for exchanging ideas, information and all product components.

5. Text messaging

Text messaging is an instrument that is useful for sending messages via telephone or smartphone. By using text messaging, the company will provide news to consumers via SMS or MMS.

6. Application

Application is a software or software that is created and can be accessed by computers or other electronic devices

Sales Performance

Performance is the number of goods or services that have been sold in the process exchange (Wulan *et al.*, 2021). Improving sales performance is the main focus for a managers, given that profits and business performance depend heavily on the amount of sales earned. Salesforce and performance is the key to the success of any company, it makes an impact on the importance of measuring sales performance. Graciafernandy (2022) states that sales performance is a evaluation of sales force contributions to achieve organizational goals. Sales performance has a role important because it will impact on creation of competitive advantage through achievement of company goals. According to Kotler and Armstrong (2018) that sales performance indicators are: achieving sales targets, the level of increase in sales, the rate of increase in the number of customers, and the level of increase in marketing personnel.

Purchase Interest

Purchase intention according to Priansa (2017: 164) is something related to consumer plans to buy certain products and how many product units are needed in a certain period. It can be said that purchase intention is a mental statement from consumers that reflects plans to purchase a number of products with a particular brand. According to Septyadi *et al.*, (2022) buying interest is a feeling to buy by consumers that arises after consumers carry out pre-purchase activities. Purchase intention is used to analyze customer behavior, where individuals prefer to base their predictions on the level at which they really want to consume a product. According to Andoko and Devina (2015) there are five indicators that can show consumer interest in a product, namely: interested in finding information about the product, considering buying, interested in trying, wanting to know the product, and wanting to own the product.

Conceptual Models

To improve the sales performance of laboratory services, there are several factors that need attention. One of them is consumer buying interest. According to Sihombing (2019: 138), buying interest is a desire that arises in consumers for a product after going through a process of observation and learning. Consumers who have an interest in buying a product show attention and satisfaction with the product, which is then manifested in buying actions. High sales performance can be achieved if consumer buying interest is high. To achieve good buying interest and sales performance, this can be done through personal selling and digital

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marketing. Personal selling has an influence on consumer interest, as said by Tjiptono (2019:56). When personal selling is improved, consumer buying interest also increases. Conversely, if personal selling is not optimal, consumer buying interest may decrease. Personal selling also plays a role in sales performance, in line with the theory of Kotler and Armstrong (2017: 484) which states that personal selling involves personal interactions with customers to improve sales performance and strengthen customer relationships. Thus, it is important for laboratory services to pay attention to consumer buying interest and use effective personal selling strategies and utilize digital marketing. This will help improve sales performance and maintain good relationships with customers.

Saputro (2018) states that digital marketing has a significant influence on consumer buying interest, because it can be an interesting means of online marketing information. In addition, according to Sari (2022), digital marketing is a method for marketing products or brands through digital media, which also has an impact on sales performance. Digital marketing functions as part of an organization that creates, communicates and delivers product value to consumers, as well as maintains customer relationships by providing benefits for companies or organizations.

The hypothesis statement in this study is the initial answer or prediction of a problem that still needs to be verified.

1. Personal selling has a positive and significant effect on customer buying interest at PT. Prodia in Makassar City.
2. Digital marketing has a positive and significant effect on customer buying interest at PT. Prodia in Makassar City.
3. Personal selling has a positive and significant effect on the performance of sales of laboratory services at PT. Prodia in Makassar City.
4. Digital marketing has a positive and significant effect on the sales performance of laboratory services at PT. Prodia in Makassar City.
5. Purchase intention has a positive and significant effect on the sales performance of laboratory services
6. Personal selling has a positive and significant effect on the performance of sales of laboratory services through customer buying interest at PT. Prodia in Makassar City.
7. Digital marketing has a positive and significant effect on the sales performance of laboratory services through customer buying interest at PT. Prodia in Makassar City.

RESEARCH METHODS

The type of research used in this study is quantitative, namely collecting, compiling, processing and analyzing data in the form of numbers which in practice are given certain treatments that are examined in it. The population in this study are all customers of PT. Prodia in Makassar City. Sampling was carried out thoroughly, the sampling technique using Slovin's theory was obtained by 90 respondents. The sampling technique used in this study was purposive sampling, namely determining the sample based on certain criteria, namely customers who frequently visit the Prodia Laboratory . To obtain good and precise data information with the assumption that the writing target can be achieved, the researcher used the data collection method by distributing questionnaires. Data analysis techniques used to analyze the data obtained : descriptive analysis an analysis that describes or describes the influence of personal selling and digital marketing in relation to sales performance through distributing questionnaires to a number of respondents in this study, testing validity and reliability, testing classic assumptions, analyzing path, hypothesis testing, and sobel test.

EMPIRICAL RESULTS

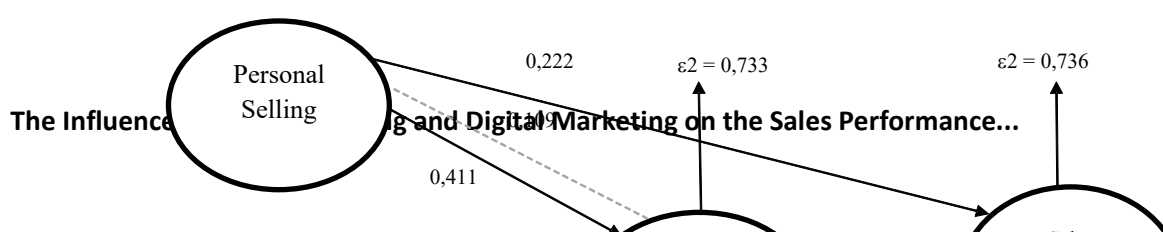
Path Analysis

Path analysis is a technique for analyzing causal relationships that occur in multiple regression if the independent variables affect the dependent variable not only directly, but also indirectly, namely to provide an overview of the effect of personal selling and digital marketing on sales performance of laboratory services through customer buying interest at PT. Prodia in Makassar City. Based on the results of research data analysis using SPSS version 27 software, the results of the regression coefficient analysis (model 1 and model 2) can be presented in the following table :

Table 1. Results of Regression Coefficient Analysis (Model 1 and Model 2)

Description	Model	Unstandardized Coefficients		standardized Coefficient	t _{count}	Sig
		B	Std error	Betas		
The influence of personal selling and digital marketing on buying interest	(Constant)	0.530	0.266			
	Personal Selling	0.405	0.090	0.411	4,480	0.001
	Digital marketing	0.412	0.101	0.376	4,098	0.001
R		0.690				
Rsquare		0.475	Fhit			39,432
Adjusted R Square		0.463	Sig			0.001
personal influence selling and digital marketing, interest	(Constant)	0.795	0.232			
	Personal Selling	0.186	0.086	0.222	2,171	0.033
	Digital marketing	0.301	0.094	0.323	3,206	0.002
	Buying Interest	0.226	0.092	0.266	2,471	0.015
R		0.690				
Rsquare		0.476	Fhit			26,049
Adjusted R Square		0.458	Sig			0.001

Source: Processed results of SPSS data



Effect of Personal Selling

Personal Selling is a marketing method that involves direct interaction between the seller and potential buyers. A salesperson's ability to build personal relationships with customers can contribute to purchasing interest. Trust and personal involvement can increase sales opportunities. Product Knowledge: Salespeople who have in-depth knowledge of laboratory services can more effectively explain their value and benefits to potential customers. Good communication skills are very important. A salesperson who can explain products or services clearly and convincingly can increase buying interest.

Influence of Digital Marketing

Digital marketing includes a variety of marketing strategies that use digital platforms such as social media, websites and online advertising campaigns. Leveraging social media platforms to increase visibility and create awareness about laboratory services can help attract customer interest. Creating informative and relevant content through blogs, videos, or infographics can help build authority in an industrial laboratory and motivate purchasing interest. Ensuring that a website or related content appears high in search results can increase the likelihood of customers finding the laboratory's services.

Simultaneous Influence of Personal Selling and Digital Marketing

The combination of personal sales and digital marketing can create a powerful approach to improving sales performance of laboratory services to make sure the message conveyed through personal sales is consistent with the message distributed through digital marketing. This can strengthen a positive impression on customers. Use digital analytics to monitor the effectiveness of digital campaigns. Personal selling can provide direct feedback from customers, which can be used to improve digital strategies. Ensure sales and marketing teams have a good understanding of how they can support each other. Good training can increase the synergy between personal sales and digital marketing

CONCLUSION

In the context of increasing sales performance of laboratory services, the involvement of personal selling and digital marketing has a significant impact. Personal selling, with its focus

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on direct interaction and building personal relationships, provides a strong foundation for understanding customer needs in depth. Sales expertise, including product knowledge and communication skills, plays a key role in shaping customer buying interest.

On the other hand, digital marketing adds a wider dimension by providing laboratory services online. Through social media, quality content, and search engine optimization, digital marketing increases visibility and creates awareness among a wider audience. This strategy provides an opportunity for customers to access information and evaluate laboratory services in a more independent way.

However, complete success lies in the synergistic integration of these two approaches. It is important to maintain consistent messaging between personal selling and digital marketing to create a seamless customer experience. Data analysis from digital campaigns can be enhanced with direct feedback from personal selling, creating a positive feedback loop that strengthens the overall marketing strategy.

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