

ABSTRACT

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THE EFFECT OF RELATIONSHIP MARKETING, PERSONAL SELLING, AND EXPERIENTIAL MARKETING TOWARD CUSTOMER PURCHASE DECISION AT PT SINARNIAGA SEJAHTERA MEDAN (SNS)

(xvi+73 pages; 6 figures; 21 tables; 6 appendices)

PT Sinarniaga Sejahtera (SNS) is one of the leading national scale FMCG (Fast Moving Consumer Goods) distributor companies in Indonesia. However, the current tough competition means that customers have many alternative choices of places to purchase, resulting in the number of customer purchases from companies decreasing from year to year. Not a few customers also complain about various things that are the reason they increasingly rarely make repeat purchases from companies, such as relationship marketing, experiential marketing and personal selling.

The research population that will be used in this research is all customers who purchased company product during the 2023 period, totaling 1.504 customers. Because the total population used is as much as 1.504 customers, the population will be reduced using the slovin sampling technique with a 90% confidence level and a 10% error rate which is 94 respondents. The sampling method that will be used is probability sampling which is the simple random sampling method where the sample will be the respondents who are met by chance or accidentally met as first respondent. Data is measured by validity and reliability test. The data is analyzed using SPSS 26.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with linear regression, multiple linear regression, and coefficient of determination test, then hypothesis test are done with F-Test and t-Test.

The study has indicated that relationship marketing variable has a positive and significant effect on purchase decision at PT Sinarniaga Sejahtera Medan. Personal selling variable has a positive and significant effect on purchase decision at PT Sinarniaga Sejahtera Medan. Experiential marketing variable has a positive and significant effect on purchase decision at PT Sinarniaga Sejahtera Medan. Relationship marketing, personal selling, and experiential marketing has a significant effect on purchase decision at PT Sinarniaga Sejahtera Medan.

Keywords: Relationship Marketing, Personal Selling, Experiential Marketing, Purchase Decision

ABSTRAK

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PENGARUH RELATIONSHIP MARKETING, PERSONAL SELLING, DAN EXPERIENTIAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI PT SINARNIAGA SEJAHTERA MEDAN (SNS)

(xvi + 73 halaman; 6 gambar; 21 tabel; 6 lampiran)

PT Sinarniaga Sejahtera (SNS) adalah salah satu perusahaan distributor FMCG (Fast Moving Consumer Goods) berskala nasional terkemuka di Indonesia. Namun, persaingan yang semakin ketat menyebabkan pelanggan memiliki banyak alternatif tempat untuk membeli, yang mengakibatkan jumlah pembelian pelanggan dari perusahaan menurun dari tahun ke tahun. Tidak sedikit pelanggan juga mengeluhkan berbagai hal yang membuat mereka semakin jarang melakukan pembelian ulang dari perusahaan, seperti dalam aspek relationship marketing, experiential marketing, dan personal selling.

Populasi penelitian ini adalah seluruh pelanggan yang membeli produk perusahaan selama tahun 2023, sebanyak 1.504 orang. Jumlah tersebut dikurangi menggunakan teknik Slovin dengan tingkat kepercayaan 90% dan margin kesalahan 10%, menghasilkan 94 responden. Metode sampling yang digunakan adalah probabilitas dengan simple random sampling, di mana responden dipilih secara kebetulan. Data diuji untuk validitas dan reliabilitas, lalu dianalisis dengan SPSS 26.00. Pengujian model meliputi uji normalitas, heteroskedastisitas, multikolinearitas, dan linearitas, serta regresi linear, regresi berganda, koefisien determinasi, dan pengujian hipotesis dengan uji F dan uji t.

Hasil penelitian menunjukkan bahwa variabel relationship marketing memiliki pengaruh positif dan signifikan terhadap keputusan pembelian di PT Sinarniaga Sejahtera Medan. Variabel personal selling memiliki pengaruh positif dan signifikan terhadap keputusan pembelian di PT Sinarniaga Sejahtera Medan. Variabel experiential marketing juga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian di PT Sinarniaga Sejahtera Medan. Secara keseluruhan, relationship marketing, personal selling, dan experiential marketing memiliki pengaruh signifikan terhadap keputusan pembelian di PT Sinarniaga Sejahtera Medan.

Kata Kunci: Relationship Marketing, Personal Selling, Experiential Marketing, Keputusan Pembelian