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PENGARUH SALURAN PERSONAL SELLING, DISTRIBUSI DAN PROMOSI TERHADAP MINAT BELI KONSUMEN TERHADAP PRODUK KERAMIK MULIA TILE DI PT SURYA ASIA ABADI PEKANBARU

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh personal selling, saluran distribusi dan promosi terhadap minat beli konsumen. Penelitian ini dilakukan di PT. Surya Asia Abadi Pekanbaru dengan jumlah populasi yang tidak diketahui. Dengan pendekatan Roscoe, sampel ditetapkan sebanyak 100 orang. Analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa personal selling berpengaruh positif dan signifikan terhadap minat beli konsumen, selain itu saluran distribusi berpengaruh positif dan signifikan terhadap minat beli konsumen dan promosi berpengaruh positif dan signifikan terhadap minat beli konsumen pada produk keramik Mulia Tile di PT Surya Asia Abadi di Pekanbaru. Pihak manajemen PT Surya Asia Abadi di Pekanbaru diharapkan mampu meningkatkan personal selling kepada setiap konsumennya terutama dalam berinteraksi dengan konsumen yang datang langsung untuk melakukan pembelian.

Kata Kunci: *Personal Selling, Saluran Distribusi, Promosi Minat Beli*

THE INFLUENCE OF PERSONAL SELLING, DISTRIBUTION AND PROMOTION CHANNELS ON CONSUMER BUYING INTEREST IN MULIA TILE CERAMIC PRODUCTS AT PT SURYA ASIA ABADI PEKANBARU

ABSTRACT

This research aims to analyze the influence of personal selling, distribution channels and promotions on consumer buying interest. This research was carried out at PT. Surya Asia Abadi Pekanbaru with unknown population. With the Roscoe approach, the sample was set at 100 people. Data analysis uses multiple linear regression. The research results show that personal selling has a positive and significant influence on consumer buying interest, in addition distribution channels have a positive and significant influence on consumer buying interest and promotions have a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. The management of PT Surya Asia Abadi in Pekanbaru is expected to be able to increase personal selling to each of its consumers, especially in interacting with consumers who come directly to make purchases.

Keywords: Personal Selling, Distribution Channels, Promotion of Purchase Interest

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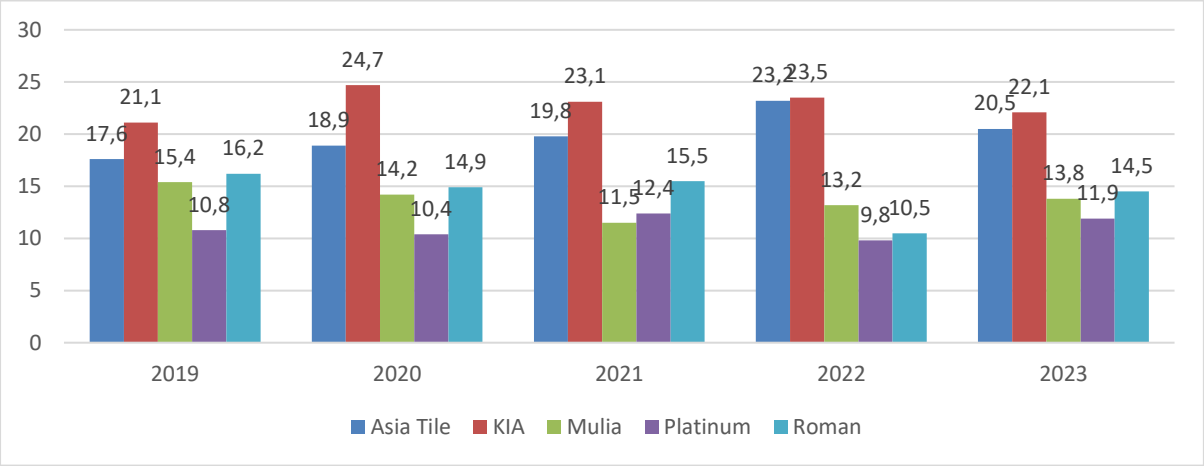
INTRODUCTION

The development of the property business in Indonesia has experienced a very sharp increase in the last decade. The rapid growth of this property business is driven by basic human needs. Property growth in Pekanbaru during 2018 - 2023 continues to increase. A house is one of the basic human needs and is an important factor in increasing human dignity. This is a very dominant issue in human survival to carry out all its activities.

One of the attractions in current property development is the use of ceramics, according to the Top Brand index of Ceramic brands during 2019 - 2023 is as follows:



Source: TOP Brand Award 2023

Figure 1. Top Brand Index 2019 – 2023

Figure 1. is data from several ceramic brands that are in high demand such as Asia Tile, KIA, Mulia, Platinum and Roman. Data from the Top Brand Index shows that KIA is the ceramic brand that is in first place followed by Asia Tile in third place and Roman in third place. The results of the Top Brand data explain that Asia Tile is a brand that is able to compete with the KIA brand in ceramic sales. While Mulia Tile ceramics are at the bottom.

This research was conducted at PT. Surya Asia Abadi Pekanbaru, which is a company engaged in the marketing of ceramics, one of the leading brands is Mulia Tile ceramics, during 2018 to 2022 where during the 5-year period the sales realization has not reached the target set by the company. In terms of percentage, sales over the past 3 years have decreased. This decline in sales is due to the fact that the Mulia Tile brand ceramic products have not met the needs of several consumers (Suhardjo et al., 2024), so that many consumers buy ceramic products with familiar brands or buy types of ceramics that have been used before, of course this can affect consumer buying interest in Mulia Tile ceramic products at PT. Surya Asia Abadi Pekanbaru which has not met expectations.

The pre-survey explained that ceramics with the Mulia Tile brand are already widely known by consumers who come to PT. Surya Abadi Pekanbaru, but not all consumers use Asia Tile ceramics even though consumers know and understand about Asia Tile ceramics. The main reason why there are still many consumers of PT. Surya Abadi Pekanbaru who have not used Mulia Tile ceramics is because it does not match the needs of consumers so that this will affect a consumer's interest in buying Asia Tile ceramics at PT. Surya Abadi Pekanbaru.

Many factors drive the high interest in buying noble tile ceramics at PT. Surya Asia Abadi Pekanbaru, including personal selling, distribution channels and promotions provided by PT. Surya Asia Abadi Pekanbaru on noble tile ceramic products. According toAssauri (2017) Personal selling is an oral presentation by a company to one or more prospective buyers with the aim of selling the goods or services offered. So, in personal selling there is direct personal contact between the seller and the buyer, so that it can create two-way communication between the seller and the buyer. The results of Aprianto and Candraningrum's (2019) study explain that personal selling has a significant influence on consumer buying interest, while Isnaini and Nadia's (2022) study also explains that personal selling has a significant influence on consumer buying interest. Meanwhile, Hardiyanah et al's (2022) study explains that personal selling does not have a significant effect on consumer buying interest (Junaedi et al., 2024).

In addition to personal selling factors, distribution channels can also affect a consumer's purchasing interest. According to Kotler and Keller (2016), distribution is an economic activity that bridges production and consumption activities. In general, distribution is an important aspect in marketing. The results of research by Nugraha and Fasochah (2021) explain that distribution channels have a significant influence on consumer purchasing interest, while research by Kurriwati and Ramadayanti (2021) also explains that distribution

channels have a significant influence on consumer purchasing interest. Meanwhile, research by Pujiastuti et al (2023) explains that distribution channels do not have a significant effect on consumer purchasing interest.

The last factor that influences consumer purchasing interest is promotion (Junaedi et al., 2025). According to Ci and Raymond (2020), promotion is an important part of the marketing mix because promotion contains elements of informing consumers of important information, reminding or persuading consumers to buy the product, either goods or services. In its activities, promotion is a form of marketing communication, marketing communication is the interaction between sellers and buyers where sellers provide information and influence buyers to buy the products offered. The results of Yoebrilianti's (2018) study explain that promotion has a significant influence on consumer purchasing interest, while Hervina and Marlien's (2023) study also explains that promotion has a significant influence on consumer purchasing interest. Meanwhile, Apriliani and Kusumawati's (2019) study explains that promotion does not have a significant effect on consumer purchasing interest.

In accordance with the formulation of the problem in the research background, the objectives of this research include (1) To determine and analyze the influence of personal selling on consumer purchasing interest in Mulia Tile Ceramic Products at PT Surya Asia Abadi Pekanbaru, (2) To determine and analyze the influence of distribution channels on consumer purchasing interest in Mulia Tile Ceramic Products at PT Surya Asia Abadi Pekanbaru and (3) To determine and analyze the influence of promotion on consumer purchasing interest in Mulia Tile Ceramic Products at PT Surya Asia Abadi Pekanbaru.

LITERATURE REVIEW

Marketing Management

Kotler and Keller (2016) explain that marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others.

Kotler and Keller (2016) explain that marketing management is an activity planned and run by a company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products, by choosing the company's expected market share and promoting new products to potential buyers.

Purchase Interest

Meanwhile, Kotler and Armstrong (2015) explain that buying interest is something that arises after receiving stimulation from the product they see, then there is a desire to buy and own it. Basically, buying interest is the desire to own a product, buying interest will arise if a consumer has been influenced by the quality of a product, information about the product (Renaldo, Junaedi, et al., 2024).

Purbohastuti and Hidayah (2020) explain that there are several indicators that can measure purchasing interest, including transactional interest, reference interest, preferential interest and exploratory interest.

Personal Selling

Meanwhile, Kotler and Keller (2016) Personal selling is a direct interaction with one or more prospective buyers to make presentations, answer questions and receive orders. Personal selling is one of the promotion mix components in addition to advertising, sales promotion and publicity which emphasizes persuasive communication to be able to arouse the possibility of consumers to make purchases (Renaldo, Anton, et al., 2024).

Sukmana and Japarianto (2020) explain that there are several indicators that can measure personal selling, including communication ability, product knowledge, creativity and empathy.

Distribution Channels

Furthermore, Kotler and Keller (2016) distribution channels are interdependent organizations involved in a process that makes a product or service available for use or consumption. Distribution channels are a series of interdependent organizations involved in the process of making a product or service ready for use or consumption.

Darsono and Husda (2020) explain several indicators that can measure distribution channels, including the availability of goods, product orders, speed of delivery and ease of obtaining products.

Promotion

Tjiptono (2016) describes promotion as a marketing activity that seeks to disseminate information, influence, persuade or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. Basically, promotion is all activities of a producer company to improve the quality of its products and persuade or entice consumers to buy its products.

Ci and Raymaond (2020) explain several indicators that can measure promotion, including advertising, sales promotion, personal selling, public relations and direct marketing.

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Influence Between Variables

The Influence of Personal Selling on Consumer Purchase Interest

Meanwhile, Sukmana and Japarianto (2020) Personal selling is a form of two-way communication where the sales person plays a role in helping and/or persuading consumers to buy the company's products or services. Personal selling has a very large role in consumer purchase intention, where consumer perceptions of the sales person, including their ability to attract consumer attention, have influenced consumer intentions to make purchases.

The results of Aprianto and Candraningrum's (2019) research explain that personal selling has a significant influence on consumer purchasing interest, while Isnaini and Nadia's (2022) research also explains that personal selling has a significant influence on consumer purchasing interest. Meanwhile, research by Hardiyanah et al (2022) explains that personal selling does not have a significant effect on consumer purchasing interest. Based on the explanation of the relationship between variables and previous research, the hypothesis in this study is:

H1 = Personal selling has a positive effect on consumer purchasing interest.

The Influence of Distribution Channels on Consumer Purchase Interest

Kotler and Keller (2016) explain that distribution is an economic activity that bridges production and consumption activities. In general, distribution is an important aspect in marketing. On the other hand, distribution is also a marketing activity that is useful for facilitating the distribution of goods from a producer to consumers. The impact of smooth distribution is that the product is closer to the consumer. With this condition, the greater the possibility that the marketed product will be in demand or purchased by consumers.

The results of Nugraha and Fasochah's (2021) research explain that distribution channels have a significant influence on consumer purchasing interest, while Kurriwati and Ramadayanti's (2021) research also explains that distribution channels have a significant influence on consumer purchasing interest. Meanwhile, Pujiastuti et al.'s (2023) research explains that distribution channels do not have a significant effect on consumer purchasing interest. Based on the explanation of the relationship between variables and previous research, the hypothesis in this study is:

H2 = Distribution channels have a positive effect on consumer purchasing interest.

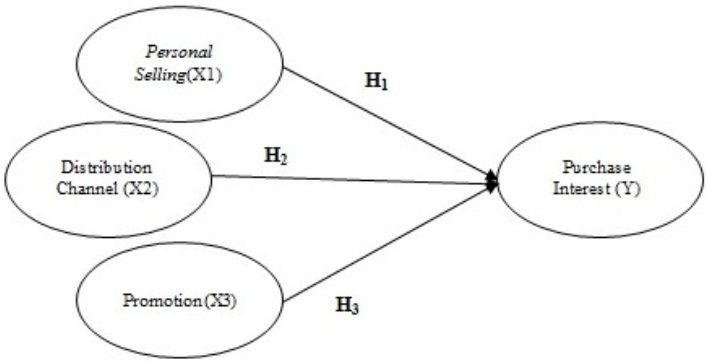
The Effect of Promotion on Consumer Buying Interest

According to Ci and Raymond (2020), promotion is an important part of the marketing mix because promotion contains elements of informing consumers of important information, reminding or persuading consumers to buy the product, either goods or services. In its activities, promotion is a form of marketing communication, marketing communication is the interaction between sellers and buyers where sellers provide information and influence buyers to buy the products offered.

The results of Yoebrilianti's (2018) research explain that promotion has a significant influence on consumer purchasing interest, while Hervina and Marlien's (2023) research also explains that promotion has a significant influence on consumer purchasing interest. Meanwhile, Apriliani and Kusumawati's (2019) research explains that promotion does not have a significant effect on consumer purchasing interest. Based on the explanation of the relationship between variables and previous research, the hypothesis in this study is:

H3 = Promotion has a positive effect on consumer purchasing interest.

Based on the problem background, research objectives, theoretical basis and concepts, the following framework of thought can be produced:



Source: Processed data, 2024

Figure 2. Framework of thought

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RESEARCH METHODOLOGY

Location and Time of Research

This research was conducted on the people of Pekanbaru city who purchased Mulia Tile Ceramic Products at PT Surya Asia Abadi Pekanbaru. The time and implementation of this research started from September to April 2024.

Population and Research Sample

The population is the people of Pekanbaru city who make purchases of Mulia Tile Ceramic Products at PT Surya Asia Abadi Pekanbaru with an unknown number, so using the Roscoe formula, the sample is set at 100 people using the accidental sampling method.

Operational Research Variables

In this study, two types of variables were used, namely independent variables consisting of personal selling, distribution channels and promotions and dependent variables, namely purchasing interest.

Table 1. Operational Variables

No	Variables	Indicator	Scale
1	Purchase Interest (Y) Purbohastuti and Hidayah (2020)	Transactional Interest	Interval
		Referential Interest	
		Preferential Interest	
		Explorative Interest	
2	*Personal Selling* (X1) Sukmana and Japarianto (2020)	Communication Skills	Interval
		Product Knowledge	
		Creativity	
		Empathy	
3	Distribution Channels (X2) Darsono and Husda (2020)	Availability of Goods	Interval
		Order Products	
		Speed in Ordering	
		Ease of Obtaining Products	
4	Promotion (X3) Ci and Raymaond (2020)	Advertising	Interval
		Sales Promotion	
		Personal Selling	
		Public Relations	
		Direct Marketing	

Source : Processed Data.

Data Analysis Techniques

The data analysis technique used in this study is multiple linear regression. The regression analysis used in this study is Multiple Linear Regression Analysis.

RESULT AND DISCUSSION

Respondent Characteristics

Based on the results of the general description of respondents, the majority of consumers who purchased Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru City were male with a total of 62 people or 63% with the age range of consumers who purchased Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru City being male with a total of 62 people or 63%. The background of the majority of work is working as private employees with a total of 47 people or 47% with an income of between Rp 3,600,000 to Rp 4,500,000 in one month with a total of 47 people or 47%.

Descriptive Analysis of Respondents' Responses

The results of the descriptive analysis show that the personal selling variable is in the good category with an average value of 3.54. The distribution channel variable is in the good category with an average value of 3.41. Furthermore, the distribution channel variable is in the good category with an average value of 3.41 and the purchase interest variable is in the high category with an average value of 3.98.

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Preliminary Test

The validity of an instrument will describe the level of ability of the measuring instrument that will be used to reveal something that is the main target of the measurement. An item is said to be valid if the corrected item-total correlation value is greater than the CITC value of 0.30. While the reliability test is intended to determine the consistency of the measuring instrument in its use, where the Cronbach's Alpha value> 0.6 aka the question or indicator is said to be reliable. The following are the results of the validity and reliability tests of the instruments used in this study:

Table 2. Validity and Reliability Test of Research

No	Variables	Statement	CICT Value	Limit Value	Information	Alpha Value	Information
1	*Personal Selling* (X1)	X.1.1	0.498	0.30	Valid	0.868	Cronbach Alpha > 0.60 then Reliable
2		X.1.2	0.639				
3		X.1.3	0.561				
4		X.1.4	0.716				
5		X.1.5	0.606				
6		X.1.6	0.605				
7		X.1.7	0.677				
8		X.1.8	0.674				
1	Distribution Channels (X2)	X.2.1	0.719	0.30	Valid	0.902	Cronbach Alpha > 0.60 then Reliable
2		X.2.2	0.623				
3		X.2.3	0.669				
4		X.2.4	0.724				
5		X.2.5	0.670				
6		X.2.6	0.753				
7		X.2.7	0.662				
8		X.2.8	0.695				
1	Promotion (X3)	X.2.1	0.688	0.30	Valid	0.864	Cronbach Alpha > 0.60 then Reliable
2		X.2.2	0.507				
3		X.2.3	0.625				
4		X.2.4	0.618				
5		X.2.5	0.494				
6		X.2.6	0.658				
7		X.2.7	0.683				
8		X.2.8	0.380				
9		X.2.9	0.604				
10		X.2.10	0.500				
1	Purchase Interest (Y)	Y.1	0.684	0.30	Valid	0.803	Cronbach Alpha > 0.60 then Reliable
2		Y.2	0.676				
3		Y.3	0.384				
4		Y.4	0.437				
5		Y.5	0.698				
6		Y.6	0.529				
7		Y.7	0.350				
8		Y.8	0.338				

Source : SPSS Processed Data 2024

Classical Assumption Test

The following are the results of the classical assumption test in this study consisting of the normality test, multicollinearity test and heteroscedasticity test.

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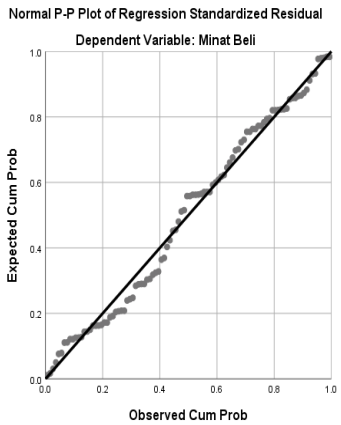
Table 3. Classic Assumption Test Results

Classical Assumption Test				
Normality Test	**Sample (N)**	**Test Statistic Value**	**Asymp. Sig. (2-tailed)**	**Information**
	N = 100	0.175	0.200	Normal Data
Multicollinearity Test	**Independent Variable**	**Collinearity Statistics**		**Information**
		Tolerance	**VIF**	
	Personal Selling (X1)	0.772	1.295	Free from Multicollinearity
	Distribution Channel (X2)	0.298	3.358	Free from Multicollinearity
	Promotion (X3)	0.276	3.622	Free from Multicollinearity
Heteroscedasticity Test	**Independent Variable**	Sig.	α	**Information**
	Personal Selling (X1)	0.163	0.05	Free from Heteroscedasticity
	Distribution Channel (X2)	0.610	0.05	Free from Heteroscedasticity
	Promotion (X3)	0.613	0.05	Free from Heteroscedasticity

Source : SPSS Processed Data 2024

Normality Test

Normality Test with Kolmogorov Smirnov is done by comparing the data distribution (which will be tested for normality) with the standard normal distribution. The standard normal distribution is data that has been transformed into the form of Z-Score and assumed to be normal. The following are the results of the Kolmogorov Smirnov Test. Based on table 3 above, it can be seen that the Kolmogorov-Smirnov Z value with the Asymp. Sig (2 tailed) value of 0.175 is above 0.05, meaning that the data is normally distributed. So the sample data is good and suitable for use in this study. The normality test can also be done using the normal probability plot model:



Source : SPSS Processed Data 2024

Figure 3. Normality Test Normal Probability Plot

Based on Figure 3 above, where the graph shows that the plot is spread following a diagonal line, it can be concluded that according to the assumption of normality, the data in this study is normally distributed.

Multicollinearity Test

To detect the presence or absence of multicollinearity symptoms between independent variables, Variance Inflation Factor (VIF) and Tolerance are used. The limit of Tolerance Value is 0.10 and the limit of VIF is 10. From table 3 above, it can be seen that the VIF (Variance Inflation Factor) of each variable in this study shows a number smaller than 10. This means that the variables in this study do not experience multicollinearity symptoms.

Heteroscedasticity Test

One way to detect heteroscedasticity is to look at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual value (SRESID). If the points form a certain regular pattern like a

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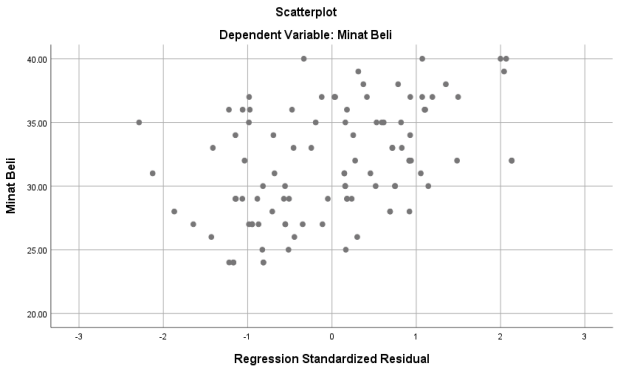
large wave widening, then narrowing, then heteroscedasticity has occurred. Based on table 3. above the significant value produced in each variable is greater than 0.05, it can be concluded that there is no symptom of heteroscedasticity.



Source: SPSS Processed Data 2024

Figure 4. Scatterplot Heteroscedasticity Test

Based on Figure 4. above where the graph shows that the plot is spread randomly, then based on the assumption that the data used in this study is free from heteroscedasticity symptoms. While the statistical test that can be used is the Glajser test in table 7 above where the significant value produced in each variable is greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity in each independent variable in the study.

Research Data Analysis

The table below is the result of data processing using SPSS, the explanation of the research results is as follows:

Table 4. Results of Research Data Processing

Variables	Unstandardized Coefficients	Hypothesis	t/f Count	t/f Table	Sig	Conclusion
	B					
Personal Selling (X1)	8,034					
Distribution Channel (X2)	0.128	+	2,552	1,985	0.012	Significant Positive Impact
Promotion (X3)	0.138	+	2.244	1,985	0.027	Significant Positive Impact
Personal Selling (X1)	0.440	+	7,820	1,985	0.000	Significant Positive Impact
F Test (Simultaneous / Anova)			133,448	2.70	0,000	Simultaneous Effect
Coefficient of Determination (Adjst R Square)		Adj R Square	0.801	Strong		

Source: SPSS Processed Data 2024

Model Feasibility Test

Model Test (F Test)

This test is used to see the effect of independent variables on dependent variables simultaneously by comparing the calculated F with the F table. If the calculated F > F table then Ho is rejected and Ha is accepted. Based on the table above, it is known that the calculated F value (133.448) > F table (2.70) with Sig. (0.000) < 0.05. This means that the regression model in this study is feasible to use.

Coefficient of Determination Test (R2)

The coefficient of determination is the magnitude of the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable to explain the variation of changes in the dependent variable. Where the adjusted R Square value of 0.801 explains that personal selling, distribution channels and promotions can influence consumer interest in buying Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru by 80.1%, while the remaining 19.9% is influenced by other variables not used in this study.

Multiple Linear Regression Test

Multiple regression equations are used to describe the relationship model between independent variables and their dependent variables. This regression equation contains constant values or intercepts, regression coefficient values or slopes, and independent variables. Based on the table above, the resulting multiple linear regression equation is as follows: Y = 8.034 + 0.128X1 + 0.138X2 + 0.440X3

Based on the regression equation above, it can be analyzed as follows (1) The constant value (a) is 8.034. This means that if personal selling, distribution channels and promotions are assumed to be zero (0), then the consumer's interest in buying Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru is 8.034 points, (2) The regression coefficient value is 0.128. Explaining that personal selling has a positive influence, meaning that the better the personal selling carried out by employees is expected to increase the consumer's interest in buying Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru by 0.128 points, (3) The regression coefficient value is 0.138. Explaining that distribution channels have a positive influence, meaning that the better the distribution channels owned by the company, this can increase the consumer's interest in buying Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru by 0.138 points and (4) The regression coefficient value is 0.440. Explaining that promotions have a positive influence, meaning that the more frequent promotions carried out by the company, it is expected to increase consumer interest in purchasing Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru by 0.440 points.

Hypothesis Testing

This test is conducted to determine the magnitude of the influence of the independent variable individually on the dependent variable where (1) the calculated t value (2.552) > t table (1.985) and the significance value produced is 0.012 which is still below 0.05, then h1 is accepted and h0 is rejected, meaning that the hypothesis in this study is accepted so that it can be explained that personal selling has a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru, (2) the calculated t value (2.244) > t table (1.985) and the significance value produced is 0.027 which is still below 0.05, then h2 is accepted and h0 is rejected, meaning that the hypothesis in this study is accepted so that it can be explained that the distribution channel has a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru and (3) the calculated t value (7.820) > t table (1.985) and the significance value produced is 0.000 is still below 0.05, then h3 is accepted and h0 is rejected, meaning that the hypothesis in this study is accepted so that it can be explained that promotion has a positive and significant influence on consumer purchasing interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru.

Discussion

The following is a discussion of the research results that have been conducted in this study:

The Influence of Personal Selling on Consumer Purchase Interest of Mulia Tile Ceramic Products at PT Surya Asia Abadi in Pekanbaru

The results of the research that has been carried out personal selling has a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. Explaining personal selling has a positive influence, meaning that the better the personal selling carried out by employees is expected to increase consumer buying interest in the product.

Meanwhile, Sukmana and Japarianto (2020) Personal selling is a form of two-way communication where the sales person plays a role in helping and/or persuading consumers to buy the company's products or services. Personal selling has a very large role in consumer purchase intention, where consumer perceptions of the sales person, including their ability to attract consumer attention, have influenced consumer intentions to make purchases.

The results of Aprianto and Candraningrum's (2019) research explain that personal selling has a significant influence on consumer purchasing interest, while Isnaini and Nadia's (2022) research also explains that personal selling has a significant influence on consumer purchasing interest. Meanwhile, Hardiyanah et al's (2022) research explains that personal selling does not have a significant effect on consumer purchasing interest.

The Influence of Distribution Channels on Consumer Purchase Interest of Mulia Tile Ceramic Products at PT Surya Asia Abadi in Pekanbaru

The results of the research that has been carried out distribution channels have a positive and significant influence on consumer purchasing interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. Explaining that distribution channels have a positive influence, meaning that the better the distribution channels owned by the company, the more it can increase consumer purchasing interest in the product.

Kotler and Keller (2016) explain that distribution is an economic activity that bridges production and consumption activities. In general, distribution is an important aspect in marketing. On the other hand, distribution is also a marketing activity that is useful for facilitating the distribution of goods from a producer to

consumers. The impact of smooth distribution is that the product is closer to the consumer. With this condition, the greater the possibility that the marketed product will be in demand or purchased by consumers.

The results of Nugraha and Fasochah's (2021) research explain that distribution channels have a significant influence on consumer purchasing interest, while Kurriwati and Ramadayanti's (2021) research also explains that distribution channels have a significant influence on consumer purchasing interest. Meanwhile, Pujiastuti et al.'s (2023) research explains that distribution channels do not have a significant effect on consumer purchasing interest.

The Influence of Promotion on Consumer Purchase Interest of Mulia Tile Ceramic Products at PT Surya Asia Abadi in Pekanbaru

The results of the research that has been carried out, promotion has a positive and significant influence on consumer purchasing interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. Explaining that promotion has a positive influence, meaning that the more frequent the promotion carried out by the company, it is expected to increase consumer purchasing interest in ceramic products.

According to Ci and Raymond (2020), promotion is an important part of the marketing mix because promotion contains elements of informing consumers of important information, reminding or persuading consumers to buy the product, either goods or services. In its activities, promotion is a form of marketing communication, marketing communication is the interaction between sellers and buyers where sellers provide information and influence buyers to buy the products offered.

The results of Yoebrilianti's (2018) research explain that promotions have a significant influence on consumer purchasing interest, while Hervina and Marlien's (2023) research also explains that promotions have a significant influence on consumer purchasing interest. Meanwhile, Apriliani and Kusumawati's (2019) research explains that promotions do not have a significant effect on consumer purchasing interest.

CONCLUSION

Based on the results of the research that has been conducted, where the conclusions that can be drawn in this study are (1) Personal selling has a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. The better the personal selling carried out by employees is expected to increase consumer buying interest in the product, (2) Distribution channels have a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. The better the distribution channels owned by the company, the more it can increase consumer buying interest in the product and (3) Promotion has a positive and significant influence on consumer buying interest in Mulia Tile ceramic products at PT Surya Asia Abadi in Pekanbaru. The more frequent the promotion carried out by the company, the more it is expected to increase consumer buying interest in ceramic products

The suggestions that the author can give regarding the results of this study for the company to be able to increase consumer buying interest in each of its products include (1) The management of PT Surya Asia Abadi in Pekanbaru is expected to be able to increase personal selling to each of its consumers, especially in interacting with consumers who come directly to make purchases, (2) It is also expected for PT Surya Asia Abadi in Pekanbaru to provide various services in distributing each consumer order well and (3) It is also suggested for the management of PT Surya Asia Abadi in Pekanbaru to be able to increase promotional activities by providing attractive offers to increase public buying interest. While suggestions for academics include (1) For further research, it is expected to be able to add other variables that can influence someone to increase consumer buying interest in a product or service and (2) For students who want to use this research as one of the learning resources that can be used to increase knowledge about marketing management, especially regarding consumer buying interest.

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