


## Personal Selling Analysis To Increase Sales At Mari Mampir Vegetarian

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Article Info	ABSTRACT
<p><b>Keywords:</b> Personal selling</p>	<p>This research discusses the implementation of Personal Selling, by parties here to stop by in an effort to increase sales. The problems taken are how to implement Personal Selling, as well as the obstacles and efforts to increase sales. The problems taken are how to apply personal selling, as well as the obstacles and constraints experienced in implementing personal selling. This study aims to find out the strategy used by let's stop by, namely to know and understand product knowledge, and understand the hearts of consumers first. The media used in implementing personal selling strategies are door to door media, telephone media, social media. This research method is descriptive research with a qualitative approach. Data collection was carried out by observation and interview techniques. Researchers use source triangulation to check the validity of research data. Data analysis in this study uses 3 components, namely data reduction, data presentation, and drawing conclusions. The results of the study show that Let's Stop Vegetarian applies the dimensions of Relationship, Value, Trust, Empathy and their indicators.</p>
<p>This is an open access article under the <a href="#">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Susanto PoliteknikCendana Medan Jl. Willièm Iskandar No.261, SidorejoHilir, Kecamatan Medan Tembung, Kabupaten Medan, Sumatera Utara 20222 <a href="mailto:susantominzz@gmail.com">susantominzz@gmail.com</a></p>

### INTRODUCTION

In this life humans cannot avoid risks, risks can come anytime and anywhere which can cause financial losses, in recent years Covid 19 has prevented companies from developing properly, many factors have made it difficult for companies to be able to operate again their business as before, the existence of public relations and the world economy is also influenced by several factors such as the disasters that occurred in this era such as, starting with Covid 19, the war between Russia and Ukraine, and finally the recession which is expected to overshadow in 2023. But the company also continues innovate with the times, to keep the company running and not suffer losses or lose its customers, but companies must maintain the image and quality that was provided before to continue operating their business, but companies also involve many employees or other workers who must not work again in the meantime, to reduce its operating costs. Companies work more before with longer working

hours than before. And from this impact, the company's volume decreases drastically every day.

Several studies related to the factors that influence purchasing decisions have been carried out by previous researchers, namely: (Tini et al., 2020) titled "The Influence of Personal Selling on the Decision to Purchase Glasses at Agung Optik in Palu City". The results of the study show that personal selling has a significant effect on purchasing decisions. Mohammad, (Arnold et al., 2020) ". The results of the study show that Sales Promotion has a significant influence on purchasing decisions. From the two definitions above, it can be concluded that the marketing strategy is about service satisfaction and is related to customer satisfaction with a product purchased. In marketing activities, an increase in sales volume is a measure of efficiency, although not every increase in sales volume is followed by an increase in profits. So that the volume produced by the company in a certain size. Advertising, Sales Promotion, Personal Selling and Publicity on Purchase Decisions for Car Accessories Products (Case Study of Quick Service Medan). The results of the study show that the Advertising, Sales Promotion and Publicity Variables have a significant influence on purchasing decisions while the Personal Selling Variables have an insignificant influence on purchasing decisions. 4 Then, (Heni Yuvita, Zakaria Wahab, 2019) researched "The Influence of Brand Image and Sales Promotion on Purchase Decisions Through Brand Equity (Survey of BNI Syariah Customers in Palembang City) "The results showed that Brand Image and Equity Brand has a significant effect on purchasing decisions while Sales Promotion has no significant effect on Purchasing Decisions. Sales promotions have a significant effect on purchasing decisions through brand equity as an intervening variable. which is located on Jalan Boulevard B1 No.64 (near Sunrishi School), Medan Estate, Percut Sei Tuan. Because Mari Mampir is close to the author's location so the writer is interested and conducting interviews shows that the quality of service at Mari Mampir Vegetarian, the results of the interview with the author show that the quality service is quite low. customer A said that the quality of service is less thorough and less limited. Customer B said that he often saw waiters sitting around hanging out with each other so that customers were ignored, it could be said that the response was a bit slow, customer C said that the quality of the food was not comparable to the slightly expensive price.

Developing Mari Mampir Vegetarian is inseparable from the existence of a Public Relations Strategy in increasing the value of service quality to customers from this background.

Research was conducted by (Ruslan1, 2021) with the title Strategy of Public Relations in Improving the Image of Service Quality at Teko Healthy Resto Medan.

The research that the authors consider to have relevance to the research conducted is the 2020 scientific article at Budi Luhur University with the title "Marketing Public Relations Strategy in Increasing the Number of Customers at Meet Up Point Cafe & Resto, (Ba'arsyah & Lubis, 2019) by Nanda Pratiwi, Armaini Lubis et al. The results of the study show that this cafe focuses on the marketing division and three-way strategies. Improved strategies to add consumers through social media, holding various events and socializing by collaborating with Bank BRI to help victims of natural disasters. Subsequent research in 2019 from the Mutakallimin Scientific Journal written by (Fitriah, 2020) with the title "Public Relations Strategy of Grand Dafam Q Hotel Banjarbaru in Enhancing the Company's Positive Image". The results of the study show that the Public Relations Strategy at this hotel is to increase a

positive image by providing the best quality for guests such as room service with complete facilities, strategic location and promotion through social media.

## **METHODS**

The types of data used in this study are:

types of interviews above, the researcher used a structured interview method where the researcher compiled a list of interview questions first.

### **Research Location**

This research is located at Jalan Boulevard B1 No. 64 (near Sunrish School), Medan Estate, Percut Sei Tuan. Cemara Asri komplek.

### **Population and Sample**

This research can be done by way of interviews. Defined as language interaction that takes place between two people in a face-to-face situation. One person conducting the interview asks for information or reveals to the person being studied that revolves around his opinions and beliefs.

The types of data used in this study are:

Primary sources are data sources that provide data directly to data collectors, and secondary data sources are data sources that do not directly provide data to data collectors, for example through other people or documents.

Secondary data are data sources that do not directly provide data to data collectors such as through other people or documents. In this study, secondary data was collected from literature such as books related to the research topic and also reports from previous researchers.

### **Data Analysis Technique**

the research method used by the author is qualitative research where research uses qualitative data (data in the form of data, sentences, schemes, and pictures) and descriptive research where research is conducted to determine the value of independent variables, either one variable or more (independent) without make constructs and, or link between variables with one another. The author uses qualitative research and a descriptive approach because in the research conducted it only explains the independent variables without any relationship (relationship / comparison) between the variables and the data collected is data that is not in the form of numbers, but in the form of data, sentences, schemes as well as structured images and can explain / describe the phenomena associated with the research.

## **RESULTS AND DISCUSSION**

Profile of the Mari Mampir Vegetarian Restaurant which is engaged in fast food. The Mari Mampir Vegetarian Restaurant, whose owner is Kimhong, was first established in 2015. The Mari Mampir Vegetarian Restaurant is located in the Cemara Asri Housing Complex, Medan-North Sumatra, Indonesia.

The Mari Mampir Vegetarian Restaurant, as the first restaurant, only sells porridge with a different taste from other restaurants, none of which sells this food. Kimhong tries to eat

something that people rarely sell. The longer the Mari Vegetarian Restaurant has added a new menu to attract customers so they don't get bored with just that menu.

Over time, the Mari Mampir Vegetarian Restaurant has been established for seven years and has several long-time working employees and these employees have tried to provide the best service to the customers of the Vegetarian Restaurant.

With tenacity and consistency in establishing new flavors, Mari Mampir Vegetarian Restaurant has succeeded in making the special food porridge a memory for many customers because it tastes so good. This allows the Mari Mampir Vegetarian Restaurant to be very good at determining its food menu. The environment around him is also very supportive and he always comes to buy his food.

The Mari Mampir Vegetarian restaurant provides good service and makes a good commitment in providing service. Then the vision of the Mari Mampir Vegetarian Restaurant is to make a good restaurant with hard work and make a restaurant that is reliable and can be trusted by the community. The Vegetarian Restaurant also invites people to gradually learn vegetarianism. Meanwhile, the aim of the Mari Mampir Restaurant is to get a response from the community and add benefits to a business that is built and provides a good contribution in sales.

The organizational structure in a company is very important so that job descriptions are clear and orderly. This is also to make it easier to know each job to be more responsible. In running a good organization requires a good performance system. The organizational structure is very helpful in an effort to arrange, direct and maintain the boundaries of work and each task.

Responsibilities and obligations of each job holder. And everyone has been determined to just do their job. And the author focuses on the existing marketing department at Mari Stop by Vegetarian, Medan.

The outline of each person's duties and responsibilities is as follows:

### **Owner**

The duties and responsibilities of the owner are as follows:

1. Establish a restaurant policy.
2. Supervise restaurant activities.
3. To make important decisions for the company.
4. Supervise its members.
5. Determine the selling price of food.

### **Cashier**

1. Carry out sales and payment processing.
2. Keep records of all transactions
3. Assist customers in providing information about a product.
4. Carry out the process of buying and selling service transactions and carrying out packaging.
5. Checking the sale of goods at the time of receipt of goods.

### **Chef**

1. Maintaining the overall quality of raw materials and menus sold by restaurants.
2. Responsible for the smooth running of the restaurant.

3. Make standard menu recipes and their food costs
4. Maintain harmony in the kitchen with other employees.

### **Employees**

1. Provide service to customers who come.
2. Clean the area.
3. Assist in preparing operational support materials.
4. Check and tidy up appearance standards
5. Report to the supervisor if there are complaints from guests.
6. Conduct daily briefings with the supervisor or captain.

The author conducted interviews to obtain data regarding the description of Let's Stop by the Medan Vegetarian Restaurant. The author conducted interviews with as many as 3 sample people from restaurants who had been interviewed. The results of the interview can be seen as follows:

Informant 1.

P1: What is the biggest challenge in carrying out the duties of each division?

J1: The most difficult thing is to reach the target. Especially now that Indonesia's economy is sluggish so that people's spending is decreasing. Sometimes there are also potential buyers who are not familiar with the food we offer them for free to attract them.

Q2: What does Mari Mampir Vegetarian Restaurant do to advertise the products it offers?

P2: Let's Stop by Vegetarian Restaurant uses newspapers, and sometimes also banners, so that buyers can get to know the food products we sell.

Q3: In your opinion, what are the most effective and ineffective advertising media? Explain why!

P3: Of the many, they only use banners, especially those that are posted on the streets and sometimes there are lots of problems, but all of them are very helpful too. Meanwhile, what is not effective is using delivery and sometimes people really forget what we ordered, for example our new food menu.

Q4: How is Mari Mampir Vegetarian Restaurant promoting, for example giving product samples?

P4: Yes, Mari Mampir Vegetarian Restaurant also often provides samples, especially for new products. Apart from that, Vegetarian Restaurants also provide additional portions if the buyer exceeds their target on certain days.

Q5: What are the obstacles or obstacles in conducting sales promotions?

P5: Usually those are the constraints in the sample that we provide. Sometimes it's hard to give something to a buyer who only once.

Q6: How often does Mari Mampir Vegetarian Restaurant do publicity?

P6: Let's Stop by Vegetarian Restaurant doesn't do it often, but sometimes we keep trying to do something new, there are also when people have competitions, we are sometimes willing to help.

Q7: Is the publicity carried out according to the target market segment?

P7: In general, the Mari Vegetarian Restaurant they are aiming for is porridge. So what about porridge, because in other places they don't sell this porridge, so we thought about selling it, so until our porridge is still a target.

Q8: What types of personal selling does the Mari Mampir Vegetarian Restaurant do?

Q8: We often use information via IG to our subscribers, especially by ordering our new products. And we also always inform you if we make new menus and we make unique drinks.

Q9: What difficulties do you face when doing personal selling?

P9: The most common difficulty is when we meet buyers who are fierce and very bitchy when we meet them, we have to be mentally prepared and stay patient.

Q10: What do you think about the promotion mix that has been done by the company so far?

P10: The promotion mix that has been implemented is quite good, but I think the advertisement placed in front of the banner is not only effective enough to run, then it must be further improved by adding a new banner style and making buyers interested.

Informant 2:

P1: What is the biggest challenge in carrying out the duties of each division?

P1: The biggest challenge is finding a bitchy and grumpy customer. I have to be really patient and full of respect and keep serving with a smile always giving good words, because the customer is king.

Q2: What does Mari Mampir Vegetarian Restaurant do to advertise the products it offers?

P2: Currently only using word of mouth, also using close people and customers who often come to buy.

Q3: In your opinion, what are the most effective and ineffective advertising media? Explain why!

P3: Actually the most effective media to use is social media, because in this era it is already a tool for humans and has become a necessity that is popular nowadays.

Q4: How is Mari Mampir Vegetarian Restaurant promoting, for example giving product samples?

P4: The sales promotion is quite good. When with a new menu, and different from other food menus. And to attract customers using different ways.

Q5: What are the obstacles or obstacles in conducting sales promotions?

P5: With limited facilities and with a small space, there is not enough parking space when buyers come, so that becomes an obstacle too.

Q6: How often does Mari Mampir Vegetarian Restaurant do publicity?

P6: It is rather rarely done, because there are not enough big events and if there are any it is only done a few times.

Q7: Is the publicity carried out according to the target market segment?

P7: Sometimes yes, sometimes no, because the quality is rather limited and it also doesn't target precise and clear targets.

Q8: What types of personal selling does the Mari Mampir Vegetarian Restaurant do?

Q8: we use it by phone, with people who come frequently and use private chat.

Q9: What difficulties did you face when doing personal selling?

Q9: So far the difficulties we have experienced are when we target a selling price that we think is very cheap and friendly, but on the other hand customers sometimes feel a little expensive, find customers who are very fussy and want fast.

Q10: What do you think about the promotion mix that has been done by the company so far?

P10: I think the restaurant has a pretty good promotion mix, it's just that I think it should be added with even more interesting promotions and make customers remember our restaurant.

Informant 3:

P1: What is the biggest challenge in carrying out the duties of each division?

P1: What became my biggest hand was when I met fussy buyers, who always asked for orders quickly.

Q2: What does Mari Mampir Vegetarian Restaurant do to advertise the products it offers?

P2: Right now it's incessant with social media. What's more, if left behind, it will make us much worse. For now, we only use our cellphone number and what shap.

Q3: In your opinion, what are the most effective and ineffective advertising media? Explain why!

P3: In my opinion the most effective media is social media nowadays. Apart from being efficient and also cheap, many people use it today. While those that are not efficient with word-of-mouth delivery are carried out so that it is not very effective to do this.

Q4: How is Mari Mampir Vegetarian Restaurant promoting, for example giving product samples?

P4: Yeah, I think it's pretty good right now and it's getting the customer a little bit interested. and promotions carried out by giving a little taste to the buyer, also informing the buyer if there is a new menu.

Q5: What are the obstacles or obstacles in conducting sales promotions?

P5: The obstacle is that we have to expand even more in promotion. And keep looking for the best solution.

Q6: How often does Mari Mampir Vegetarian Restaurant do publicity?

P6: It's rarely done because it's very difficult at the current place, even if there aren't enough big events. However, if there is an event, you are ready to join too, we never stay if there is an event.

Q7: Is the publicity carried out according to the target market segment?

P7: For now what is our target or target is porridge. Because it has never existed elsewhere, we want to do something new so that we are ready to sell and the target can be achieved.

Q8: What types of personal selling does the Mari Mampir Vegetarian Restaurant do?

Q8: We also sometimes often ask people we know and use the telephone. We also sometimes always chat with them if there is a new menu.

Q9: What difficulties did you face when doing personal selling?

P9: the dial difficulty

Ami is when we meet buyers who are bitchy and make us feel rushed. and buyers who always want fast goods ordered.

Q10: What do you think about the promotion mix that has been done by the company so far?

P10: It still needs to be further improved. The restaurant must be able to improve the promotional mix that is being carried out. It can make people more familiar with the food we sell and never be afraid to try new things. If necessary, do it with social media continuously to be even better.

## CONCLUSION

Mari Mampir for vegetarians in Medan is finding customers who are very fussy and full of complaints. Currently only using word of mouth, and using people close to customers who only come frequently to buy. In fact, the media that is most effectively used today is social media, because in this era it has become a tool for human beings, a need that has become popular in today's times. The sales promotion carried out at the restaurant was quite good,

with a new menu, and different from other food menus. the goal is to attract customers by using a different way. With limited facilities and a small place, there is a lack of parking space when a buyer comes, so that becomes an obstacle and has to increase the area of promotion used. publicity It's a bit rare, because it doesn't meet big events and if there are only a few that are done in 1 year. Sometimes it does, sometimes it doesn't, because the quality is rather limited and it also doesn't target precise and clear targets. Use by telephone, with people who frequently come and use private chat. Inform the new menu to the buyer. So far the difficulties experienced are when targeting a selling price that is thought to be very cheap and friendly, but on the other hand customers sometimes feel a little expensive at that price, find customers who are very fussy and want it quickly without having to wait long.

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