



EFFECT OF PERSONAL SELLING AND DISTRIBUTION ON MARKETING PERFORMANCE MODERATED BY REGULATION (CASE STUDY AT PT. KIMIA FARMA TRADING, CAB. MEDAN)

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ABSTRACT

This study aims to examine and analyze the influence of personal selling and distribution on marketing performance directly or moderated by regulation. The research method used is quantitative which is associative by using primary data, namely interviews, and secondary data, namely sales, distribution, and data sourced from PT. Kimia Farma Trading Medan Branch. The research instrument was carried out using observation, interviews, and documentation. The informants are determined and determined based on the number needed, but based on consideration of the function and role of information according to the focus of the research problem. So that the informants in the study are 58 people who are managers at PT. Kimia Farma Trading Medan Branch. The results of this study indicate that this study shows that the direct effect of personal selling has a positive and significant effect on Marketing Performance (Marketing). Furthermore, the distribution has a positive but not significant effect on Marketing Performance (Marketing). Regulation has a negative and insignificant effect on Marketing Performance (Marketing). With the results of the moderating effect analysis, it can be seen that the regulation mediates the influence of personal selling and distribution on Marketing Performance (Marketing), and regulation mediates the influence of personal selling but not moderating distribution on Marketing Performance (Marketing) PT.Kimia Farma Trading Cab. Field.

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1. Introduction

During the Covid-19 pandemic that hit the world, almost all industries were affected. The health industry is no exception, especially hospitals [1]. On the other hand, the hospital industry also has to face various challenges to continue to be able to provide health services, both for Covid-19 sufferers and general patients [2]. This condition is also experienced by PT. Kimia Farma Tbk Cab. Medan, which is part of the Company's company which was established on January 4, 2003, is engaged in the distribution and trading of health products and has a wide service area covering 34 provinces and 511 regencies or cities. As a provider of Distribution Services, KFTD distributes various products from the Company, products from other agencies, as well as non-agency products. KFTD distributes these products through regular sales to pharmacies (Kimia Farma pharmacies and non-Kimia Farma pharmacies), hospitals, drug stores, supermarkets, restaurants, and cafes. In its development PT. Kimia

Farma Trading Cab. Medan also experienced several obstacles that impacted monthly and annual sales turnover from all aspects or distributors under PT. Kimia Farma Trading Cab. Medan.

Furthermore, related to the decline in the company's performance, one of the contributing factors is personal selling, namely personal sales made by company sales to increase sales [3]. Personal selling is a form of two-way communication in which the salesperson plays a role in helping and or persuading consumers to buy the company's products or services. Individually personal communication to potential customers in personal selling allows the salesperson to tailor messages to specific customer needs or situations [4].

However, based on the results of observations and initial interviews with sales supervisors, some problems or obstacles occur in the field, namely sales performance in offering products that are not as expected by the company and some sales do not reach the targets that have been given. After further research, it was found that currently, sales are having difficulty communicating or dealing directly with consumers so some sales are hampered. Because based on observations after the determination of Large-Scale Social Restrictions (PSBB) and physical distancing, it has an impact on the pattern of visits by Medical Representatives who usually promote drugs directly (direct-selling) to doctors and pharmacists in hospitals, pharmacies, PBF (Pharmaceutical Wholesalers). and the Department of Health. With this restriction, Medical Representatives are not allowed to visit these places and cannot promote medicines as before.

In addition to personal selling, distribution also affects marketing performance because the good distribution will facilitate the sales process and vice versa if the distribution is hampered, the sales process will be slow and the company's cash will also be slow. This is by research conducted by [5] who in his research journal states that distribution channels have an important role in the continuity of product delivery from producers to final consumers. The definition of a distribution channel is the flow of products from companies, and distributors, to the market so that consumers can meet their needs and desires. Distribution channels are also referred to as a series of activities from producers to consumers where the implementation is carried out by distributors.

However, based on the results of the researchers' initial observations, the distribution process also did not match expectations. Due to the PSBB also having an impact on the distribution route for drug shipments from Semarang (PT. Phapros, Tbk factory), it usually takes 7-8 days for medicines to arrive in Medan and is ready to be marketed, with this regulation slightly delayed to 10-12 days. , as well as the delivery of drugs by PT. Kimia Farma Trading as a distributor of PT. Papers went to the hospital, and the delivery men were only allowed to arrive at the Security Post, then waited for the Pharmacy officers to come to pick up the medicines. This takes a longer time than usual, if usually, the delivery guys can deliver up to 10 (ten) outlets within a 10 KM radius, this can only be up to 4 (four) outlets.

Besides distribution, there may be other impacts of decreasing marketing performance. One of them is regulation, considering that we are currently in a pandemic period, so the marketing and distribution processes must comply with government regulations. The above conditions cause changes in buying behavior. Next, talking about changes in consumer behavior, businesses must be aware of these changes to adjust business strategies during this pandemic. Consumer behavior itself has a meaning as a process and activity when a person relates to the search, selection, purchase, use, and evaluation of products and services to meet needs and wants.

With the Presidential Decree Number 12 of 2020 concerning the Determination of Non-Natural Disasters for the Spread of Corona Virus Disease 2019 (Covid-19) as National Disasters, non-natural disasters caused by the spread of COVID-19 are designated as national disasters, so for the Health Service and Community Health Centers, the sources of which are: finances from the State, both APBD,

APBN, DAK (Health Allocation Fund), DAU (General Allocation Fund), and others, experienced a decrease in orders for medicines, even though these needs had been planned 1 (one) year through the RKO (Requirement Plan). Medicines) Because with the PP, all available funds are used to maximize their use for the purchase of PPE (Personal Protection Equipment), masks, and hand sanitizers for health workers (health workers) while purchases of vitamins and other types such as the previous year's purchases no longer occur.

In a pandemic situation, consumers no longer consider rationality, especially for goods that are the main needs related to health protection. Items such as masks, hand sanitizers, and disinfectant liquids will be purchased regardless of the brand and at any price. So regulations from the government are considered to also affect marketing performance and have a role in personal selling and distribution carried out by sales of PT. Kimia Farma Trading Cab Medan. With the background that has been described previously, this study identifies the following problems: 1) There has been a decline in the company's performance as seen by the decrease in net and gross turnover. 2) Sales performance in offering products was not as expected by the company and some sales did not reach the given target due to difficulties in communicating directly, thus hampering sales. 3) Delivery of goods both from the factory, as well as from distributors to customers is hampered because of the PP regarding PSBB in several provinces in Indonesia. 4) There is a decrease in public visits to the hospital which has an impact on the purchase of medicines.

1.1 Literature Review and Submission of Hypotheses

a. Marketing Performance

Marketing performance is a measure of achievement of the overall marketing process activities of a company. Furthermore, marketing performance can be viewed as a concept used to measure the extent to which market performance can be achieved for a product that has been produced by the company. In addition, marketing performance can also be viewed as a concept used to measure the extent to which market achievements have been achieved by a product produced by the company. However, the issue of performance measurement has become a classic problem and debate because as a construct, marketing performance is multidimensional and includes various goals and types of organizations. Therefore, performance should be measured using various measurement criteria at once [6].

The main purpose of the performance appraisal system is to produce accurate information about the behavior and performance of organizational members. The more accurate and valid the information produced by a performance appraisal system is, the greater its potential value to the organization. While all organizations share this fundamental primary goal for employee performance appraisal systems, there is considerable variation in the specific use organizations make of the information generated by corporate appraisal systems. These specific objectives can be classified into two major parts, namely evaluation, and development. The two goals are not mutually exclusive, but indirectly [7]. Furthermore, related marketing performance indicators consist of 1) sales targets, 2) sales levels and 3) an increase in the number of customers [8]

b. Personal Selling

Personal selling is a form of communication that is carried out directly or face to face between the seller and his prospective customers which aims to introduce the product and form consumer understanding of a product so that they want to buy it [9]. Personal selling emphasizes the sales aspect through a person-to-person communication process. The role of personal selling tends to vary between companies, depending on several factors, such as the characteristics of the product or service being marketed, the size of the organization, and the type of industry. Personal selling plays a domain

role in industrial companies. Meanwhile, in companies that produce consumer products that are not durable and low-priced, the role of personal selling tends to be minimal. However, personal selling is an integral component in integrated marketing communications and is not a substitute for other elements of the promotional mix.

According to [10] several other benefits of face-to-face sales are 1) Face-to-face sales can specifically be directed to certain potential customers; 2) Face-to-face selling is more flexible because the number of the sales force can be freely determined, ranging from one to thousands; 3) Face-to-face selling is seen as more effective than advertising in terms of creating sales and the realization of signing the order form by consumers. In assessing face-to-face sales, several indicators are needed, namely: 1) Communication ability, 2) Product knowledge (product knowledge), 3) Creativity, 4) Empathy (T. et al., 2015)

c. Distribution

To facilitate the flow of goods and services from producers to consumers, an important element must be considered in choosing the right distribution channel (channel of distribution). Distribution is the path that a product takes from the producer to the final consumer or industrial. Distribution is a bridge between producers and consumers to provide satisfaction through the products and services produced by the company so that suggestions must be managed efficiently. Distribution channels are sometimes called trade channels or marketing channels which can be defined in several ways. Generally, the existing definitions provide an overview of this marketing channel as a route or pathway. Distribution is a bridge between producers and consumers to provide satisfaction through products and services produced by the company so that suggestions must be managed efficiently [12].

According to [13] The purpose of the distribution channel is the activities carried out by members of the distribution channel in moving goods to consumers and creating the use of these products for consumers. Distribution indicators consist of 1) Stock Availability, 2) Order Cycle Time, 3) Delivery Frequency, 4) Delivery Schedule and 5) Delivery Reliability [14]

d. Regulation

Regulation is part of the external environment, namely the environment outside the company, and can have a direct effect on people's purchasing power. In this study, the object of the researcher is regulations related to purchasing power originating from government policies. Regulation is a regulation that is designed, formulated, compiled, or made in such a way to help control a community group, institution, organization, and company with a specific purpose. The term regulation is widely used in various fields, so the definition is quite broad. But in general, the word regulation is used to describe a rule that applies in social life. Regulations apply to various elements of society and community institutions, be it for public purposes or business purposes. But in general, the term regulation is used to describe a form of regulation that applies in social life. Implicitly Regulation is a regulation that is designed, formulated, compiled, or made in such a way to help control a group of people, institutions, organizations, and companies with a specific purpose. Next according to [15] related regulatory indicators consist of 1) Responses to government regulations regarding the corporate social environment, For example, WFH (work From Home), 2) Responses to government regulations regarding disclosure of social information, PSBB (Large-Scale Social Restrictions), 3) Support for government programs, Ex: Social distancing, avoiding crowds, 4) Compliance with government regulations

The Influence of Personal Selling on Marketing Performance

The purpose of personal selling is to provide information that strengthens awareness and knowledge about the product or service being marketed, to encourage an increase in demand for a product from consumers, to increase profits for the company because the product is liked by consumers so that sales volume increases, companies can differentiate products because profits increase. , can stabilize sales volume [16]. Based on research conducted by [17][18][19] states that there is an influence of distribution channels on marketing performance.

H1: There is a positive and significant influence between personal selling on Marketing Performance during the covid 19 pandemic

Effect of Personal Selling Moderated By Regulation on Marketing Performance

Personal selling and products can not be separated, these two lovebirds embrace each other to achieve marketing success. Included in this promotion are advertising activities, personal selling, sales promotion, and publicity promotion, all of which the company uses to increase sales. However, when carrying out promotions and personal selling, of course, the company will relate and interact with outside parties who will determine the success or failure of a promotion carried out. In this study, the moderator is regulations related to government policies that can affect people's purchasing power. [20] mentions that promotions have an impact on people's purchasing decisions. Furthermore, this was also conveyed by [21], [22] which states that there is a link between personal selling and marketing performance, including between personal selling and regulation.

H2: There is a positive and significant influence between personal selling moderated by regulation on marketing performance during the covid 19 pandemic

The Effect of Distribution on Marketing Performance

In an effort to facilitate the flow of goods and services from producers to consumers, an important element that must be considered in choosing the right distribution channel. Distribution is the path that the product takes from the producer to the final consumer or industrial [23]. Distribution is a bridge between producers and consumers to provide satisfaction through the products and services produced by the company so that suggestions must be managed efficiently. Distribution channels are sometimes called trade channels or marketing channels which can be defined in several ways. Generally, the existing definitions provide an overview of this marketing channel as a route or pathway [24]. Based on previous research conducted by [25][26][27] in his research which states that distribution has a significant effect on marketing performance with an increase in profitable sales for the company.

H3 : There is a positive and significant influence between distribution on marketing performance during the covid 19 pandemic

Effect of Regulation Moderated Distribution on Marketing Performance

Competition to compete for potential customers and retain existing customers is an increasing challenge and must be faced by companies in marketing their products. The company must increase its sales significantly for the company to exist, even further, the company must be more advanced. Increasing the volume of sales of a product offered, cannot be separated from marketing or marketing and one of the functions of marketing is the distribution process. Distribution is an important process in marketing activities because when a company succeeds in selling a product to its customers, the company must ensure that the product arrives at the recipient's date in good condition and as

expected. According to [28] which states that it shows that the marketing mix and government policies together have a significant effect on increasing sales volume.

H4 : There is a positive and significant influence between distribution on marketing performance which is moderated by regulations during the covid 19 pandemic

2. Research Methods

The research method used is quantitative which is associative by using primary data, namely interviews, and secondary data, namely sales data, distribution, and data sourced from PT. Kimia Farma Trading Medan Branch. The research instrument was carried out using observation, interviews, and documentation. The informants are determined and determined based on the number needed, but based on consideration of the function and role of information according to the focus of the research problem. So that the informants in the study were 58 people who were managers at PT. Kimia Farma Trading Medan Branch. While the data analysis technique used is SEM-PLS analysis.

3. Results and Discussion

3.1 The Influence of Personal Selling on Marketing Performance

The direct influence of personal selling on marketing performance has a path coefficient of 0.886 (positive), then the increase in the value of the personal selling variable will be followed by an increase in the value of Marketing Performance. The influence of the personal selling variable on Marketing Performance has a P-Values $(0.000) < (0.05)$ so that H0 is rejected and Ha is accepted, which means that the influence of personal selling on marketing performance is significant. The results of this study mean that personal selling is a factor that can affect the marketing performance of PT. Kimia Farma.

3.2 Trading Cab. Medan positively and significantly.

The results of this study are by the results of the questionnaire where the sales staff / Med Rep gave an assessment that they felt lacking in terms of communicating products and negotiating with buyers because of existing procedures during the pandemic. Furthermore, this research is also in line with research conducted by [29][30] [19] which in his research states that personal selling has a significant effect on sales achievement.

If the person selling carried out by the marketing team is good, the results of the marketing performance will also be good as seen from the results of the marketing achievements. This is the phenomenon of the problem at the beginning of the decline in marketing performance which is thought to be due to the decreased sales intensity of the sales team personally. This condition is because, during the current pandemic, buyers tend to buy online, thereby reducing face-to-face contact with the sales team. In addition, there are large-scale restrictions and regulations from the Government regarding social distancing and restrictions on sales team visits to hospitals, resulting in reduced activities that can be done personally. So based on the results of research, observation, and previous research, we can see that performance is influenced by many certain factors whose patterns are not necessarily the same between one study and another. Many indicators can affect marketing performance depending on the situation and conditions as well as the variables that form it. According to the theory, personal selling is something important in supporting marketing performance in increasing sales/company turnover. Observational also has the same opinion and conclusion. However, based on the results of data processing, personal selling is not the only factor that is quite good and able to improve marketing performance. So in this study personal selling can only be used as a

comparison or benchmark in determining more valid and reliable variables when you want to determine the forming factors that can improve marketing performance.

3.3 Effect of Personal Selling Moderated by Regulation on Marketing Performance

The influence of personal selling on marketing performance has a P-value of 0.047 < 0.05, so it is significant, meaning that the regulation variable (Z) moderates personal alternation (X1) on the marketing performance variable (Y). The results of this study mean that with good regulation and can be accepted by marketing personnel, it will increase personal selling and better personal selling can significantly improve marketing performance. Either directly or indirectly, personal selling data can support good performance improvement for the company. Because it indirectly uses government regulatory standards, especially during the COVID-19 pandemic, the regulations provided by the government have an important role in bridging personal selling to improve performance.

The results of this study are in line with the results of research conducted by [21][22] which states that regulation has a role in mediating personal selling on marketing performance. So that the results of this study are by the phenomenon of the problem at the beginning related to regulation which is one of the important points in the marketing process, especially sales. Given the soaring number of Covid-19 cases in Indonesia, many companies have limited the activities of their employees in reaching outside consumers or buyers. This has an impact on the decline in sales of the sales team so regulations from the Government have an important role to overcome these conditions. Good regulations and the needs of the community and workers will support business activities to remain stable.

3.4 The Effect of Distribution on Marketing Performance

The direct effect of distribution on Marketing Performance has a path coefficient of 0.171 (positive), then the increase in the value of the distribution variable will be followed by an increase in the value of Marketing Performance. The influence of the distribution variable on marketing performance has a P-Values (0.223) > (0.05) so that H0 is accepted and Ha is rejected, which means that the effect of distribution on marketing performance is not significant. The results of this study mean that distribution is not a factor that can affect the marketing performance of PT.Kimia Farma Trading Cab. Medan positively and significantly.

This can also be seen through the distribution turnover table in 2019-2020 which has decreased. Based on descriptive analysis, distribution does not affect marketing performance because even though KFTD has implemented good distribution procedures according to the rules and so on, it still does not guarantee better performance. After all, distributors only distribute medicines that have been ordered according to market demand and which create demand. not just distributors. So that these conditions support the results of research that state that distribution does not have a positive and significant effect on marketing performance. So that this research is in line with research conducted by [27] which states that partially and simultaneously distribution does not affect marketing performance. However, this research is not in line with the research conducted by [31] which mentions promotion and distribution have a positive and significant relationship to performance.

3.5 Effect of Regulation Moderated Distribution on Marketing Performance

Furthermore, the same thing also applies to Distribution (X2) which is not moderated by Regulation (Z) on Marketing Performance (Y) because it has a P-value of 0.990 > 0.05 so it is not significant and thus regulation does not moderate the influence of distribution on Marketing Performance. . The results of this study are in line with the results of the study [25][26][27] which states that regulation has no role in mediating the distribution of marketing performance. The results of this study mean that

the better the distribution, it is not necessarily able to significantly improve marketing performance. So the results of this study have not been able to prove the research phenomenon which states that a good distribution will improve marketing performance. Either directly or indirectly, because the regulations given by the government have not had a good impact in increasing the marketing performance desired by the company.

4. Conclusions

Based on the results of the research and discussion that have been described, it can be the following conclusions were drawn: (1) There was a positive and significant influence of personal selling on marketing performance during the covid 19 pandemic. (2) There was a positive but not significant effect between distribution on marketing performance during the covid 19 pandemic. (3) There was a positive influence and significant between personal selling and marketing performance moderated by regulations during the covid 19 pandemic. (3) There is no positive and significant effect between distribution on marketing performance moderated by regulations during the covid 19 pandemic. (4) While regulations (WFH and PSBB) have a negative and insignificant effect on marketing performance.

Based on the results of the research that has been described previously and concluded, there are several suggestions put forward by researchers that can be used for future research as follows: (1) To obtain better marketing performance, marketing personnel with good personal selling are needed, therefore the leadership of PT . Kimia Farma Trading Cab. Medan needs to provide training to improve the selling skills of employees. (2) PT. Kimia Farma Trading Cab Medan must be more flexible to distribute community needs by making various efforts based on existing needs and maximizing delivery services more quickly and satisfactorily. In addition, the company must also provide solutions related to government regulations so that the distribution process is not hampered and reduces marketing performance. (3) The regulation does not affect the marketing performance of PT. Kimia Farma Trading Cab. Medan is positive and significant, but the company still has to pay attention and ensure that the needs of employees who work for WFH are met to maintain their performance. (4) Marketing staff of PT. Kimia Farma Trading Cab. Medan needs government support through economic policy stimulus that favors them. Amid the surge in COVID-19 cases and the existence of a new community lifestyle, where the interaction of sellers and buyers is physically limited, government assistance in accommodating these conditions is urgently needed. Because the regulation is considered to have an influence that connects personal selling with marketing performance. So the applicable rules must also be determined based on the conditions of the workers. (5) For further research, it is expected to be able to examine a wider range of variables to obtain a wider literature study related to moderation through regulation.

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