



# The Influence of Customer Loyalty And Interest Buy Against Sales Target Pt Sinar Rezekimas Makmur

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## ARTICLE INFO

### Article history:

Received Sep 17, 2022

Revised Sep 30, 2022

Accepted Oct 05, 2022

### Keywords:

Customer Loyalty,  
Interest Buy,  
Sales Target

## ABSTRACT

The sales target is the value to be achieved when the business is doing marketing. Customer loyalty is evidence of consumer loyalty to use a product or service continuously because having high satisfaction with the product or service to be used will tend to arise to recommend products or services to other potential customers. Buying interest is a desire to buy a product or service due to both external and internal influences where previously an evaluation of the product or service to be purchased was carried out. This type of research is descriptive quantitative. The data analysis technique used is multiple regression analysis, partial test, simultaneous test and coefficient of determination test. The measurement scale uses a Likert scale. The results of the study partially proved that customer loyalty had a significant positive effect on the sales target of PT Sinar Rezekimas Makmur. The results of the study partially proved that buying interest had a significant positive effect on the sales target of PT Sinar Rezekimas Makmur. The results of the study simultaneously proved that customer loyalty and buying interest had an effect on the sales target of PT Sinar Rezekimas Makmur.

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## INTRODUCTION

The general purpose of establishing a company is to make a profit so that it can continue to operate or in other words to survive. Profit is always related to the quantity of product sales targets that have been set by the company. Every company always wants to achieve sales targets which are estimated by the number of products they want to sell and the value of rupiah. The way to achieve product sales targets is by increasing customer loyalty and buying interest.

(Firmansyah & Haryanto, 2019: 27) states, "Customer loyalty is a long-term commitment of consumers as evidenced by their actions and loyalty to the company and its products by consuming regularly and repeatedly". Loyalty does not appear suddenly, it takes a strategy in terms of dealing with consumers to get it. Companies must be able to know what consumers need and want now and in the future. Consumers as individuals to obtain or buy goods through processes or stages first,

such as getting information either through advertisements or references from other people (word of mouth) then comparing one product with another product until finally consuming it and based on that experience. consumers will buy the same product (loyal).

(Prasetio, Ashoer, Hutahaean, Simarmata, & Samosir, 2021:96) states, "Purchase interest is a desire to buy a product or service due to both external and internal influences where previously an evaluation of the product or service to be purchased was carried out." Buying interest is formed from consumer attitudes towards products from consumer beliefs about product quality. The lower consumer confidence in a product will cause a decrease in consumer buying interest.

PT. Sinar Rezekimas Makmur which is a distributor of famous Japanese brand Air Conditioner (AC). The company has been growing for about 13 years. In addition to intense competition with similar products with superior brands, the company PT. Sinar Rezekimas Makmur also experienced several problems related to purchasing problems which caused the sales target to not be achieved. it can be seen that sales tend to fluctuate from February 2021 to June 2021. From January to June 2021 the company targets product sales of 700 units, but it has never been realized. The highest product sales occurred in January with sales of 663 units, and the lowest occurred in June with 633 units. Not achieving the sales target is thought to be influenced by customer loyalty and buying interest.

One of the emotional bonds that can be built by PT. Sinar Rezekimas Makmur with customers is by establishing a relationship through an agreement to be loyal to the products sold by the company. The current phenomenon is: decreased customer loyalty at PT Sinar Rezekimas Makmur. The decrease in customer loyalty is known from the decrease in the number of customers each month. the number of customers of PT Sinar Rezekimas Makmur during January to June 2021 fluctuated but never reached the target set by the company. In January 2021, the company targeted 500 stores, which was achieved by 498 stores, in the second month PT Sinar Rezekimas Makmur was still on the same target, but the number of customers decreased to 487 stores or 97.4%. The highest level of decline occurred in June, where the number of customers the company managed to achieve was 387 stores or 77.4%. This phenomenon proves a decrease in customer loyalty, which is marked by not making repeat purchases and not wanting to recommend the company to other prospective customers as evidenced by the decrease in the number of customers which has an impact on not achieving sales targets. One of the causes that causes customer loyalty to decline is that companies do not try to increase customer loyalty by increasing customer values, for example by holding daily promos, price discounts, and giving bonuses to customers with transactions of more than 10 million.

Another phenomenon that causes sales targets to not be achieved is declining buying interest. This is known from the declining interest of customers to buy products sold by the company, the reason is because similar companies have sprung up. Consumer behavior is very influential on buying interest. If the product being sold is in accordance with what consumers want, such as the price according to the product being sold, or the product being sold in accordance with the wishes of the consumer, then if the consumer needs the product, the consumer will purchase the product. Conversely, if it is not in line with expectations, consumers will look for similar products from other companies. Research on the factors that influence sales targets has been carried out previously with the following research results: research (Gusrizaldi & Komalasari, 2016) with the results of the conditions and abilities of the seller in the fairly good category. (Pujiati, Haryono, & Paramita, 2016), with the results of the analysis it is known that advertising, brand and trust variables have a positive

and significant impact on consumer buying interest. (Sartika, 2017) with the results that product quality, promotion, price, and repurchase interest have a positive and significant effect on consumer loyalty, product quality has no effect on consumer loyalty:

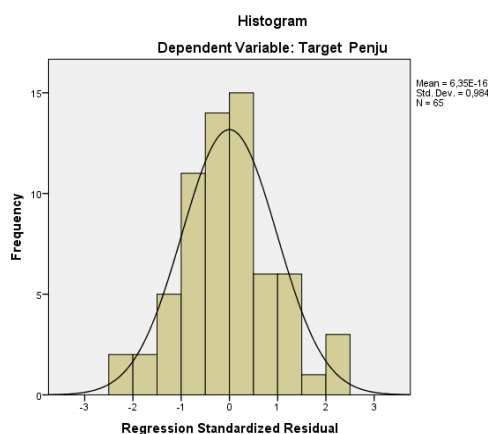
## RESEARCH METHOD

The population in this study were: customers of PT Sinar Rezekimas Makmur, amounting to 65 people. The sampling technique used is the saturated sampling technique, which means that the entire population becomes the research sample. In this study, data collection related to the problems studied by researchers was carried out by distributing questionnaires, interviews with company customers, literature studies on research variables and documentation studies. This type of research is descriptive quantitative. Sources of research data are primary and secondary data. Researchers conducted validity and reliability tests to test whether the list of questions was appropriate to be used as a research instrument. Then perform the assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, and linearity test. The data analysis technique was carried out by performing multiple linear regression analysis because there was more than one independent variable, partial test. simultaneous test and determination test.

## RESULTS AND DISCUSSIONS

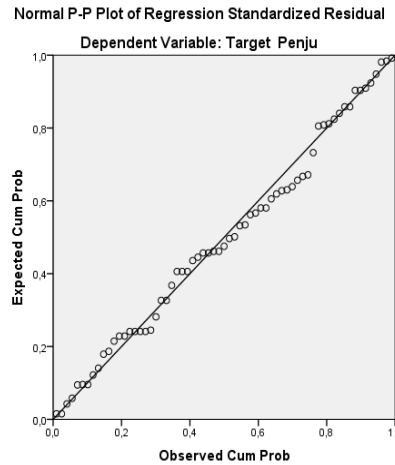
### Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statistic.



**Figure 1.** Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.



**Figure 2.** Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spreads around the diagonal line and follows the diagonal line. So from this figure it is concluded that the regression model residuals are normally distributed.

**Table 1.** One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		65
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39587538
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.051
Kolmogorov-Smirnov Z		.080
Asymp. Sig. (2-tailed)		.200 <sup>cd</sup>

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.05, namely 0.200, it can be concluded that the data is classified as normally distributed.

**Multicollinearity Test**

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables. The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1

**Table 2.** Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Customer Loyalty	.685	1.460
Interest Buy	.685	1.460

a. Dependent Variable: Sales Target

Source: Research Result, 2022

Based on the table above show that all the variables have a tolerance value more than 0.1 and VIF value less than 10 which can be concluded that there is no problem found in multicollinearity test.

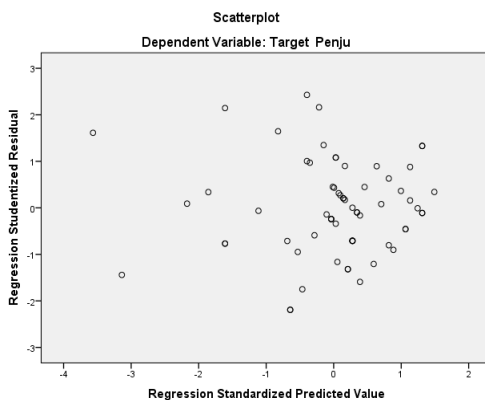


Figure 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread randomly and do not form a clear pattern and are spread either above or below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on the input of the independent variable. The following is a glejser test which can be seen in the table below

Table 3. Multicollinearity Test

Model		t	Sig.
1	(Constant)	3,845	,000
	Customer Loyalty	-1,118	,268
	Interest Buy	1,156	,252

Based on the table above, it can be seen that the significance value of the two variables is greater than 0.05 so that it can be stated that there is no problem with heteroscedasticity testing.

**Multiple Linear Regression Analysis**

Table 4.. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1,588	1,204
	Customer Loyalty	,375	,074
	Interest Buy	,517	,087

$$\text{Sales Target} = 1,588 + 0,375 \text{ Customer Loyalty} + 0,517 \text{ Interest Buy} \quad (1)$$

Based on the above equation, it can be described as follows:

- a. The constant value of 1.588 indicates if the variables of Customer Loyalty and Purchase Interest are 0, then the Sales Target has a value of 1.588.
- b. The Customer Loyalty variable has a positive effect on the Sales Target with a regression coefficient of 0.375, meaning that if the Customer Loyalty variable increases by one unit, the Sales Target will increase by 0.375 with the assumption that the Purchase Interest variable is in a constant condition.
- c. The Purchase Interest variable has a positive effect on the Sales Target with a regression coefficient of 0.517, meaning that if the Buying Interest variable increases by one unit, the

Sales Target will increase by 0.517 with the assumption that the Customer Loyalty variable is in a constant condition.

**Coefficient Determination**

Analysis of determination symbolized by R<sup>2</sup> is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger.

**Table 5.. Coefficient Determination Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,831 <sup>a</sup>	,691	,681	1,41821

a. Predictors: (Constant), Interest Buy, Customer Loyalty  
 b. Dependent Variable: Sales Target

Based on the table above, the value of the Adjusted R Square coefficient of determination is 0.681. These results conclude the ability of the variable Customer Loyalty and Purchase Interest to explain the Sales Target of 0.681 or 68.1%, the remaining 31.9% is explained by variables not examined in this study such as Product Quality, Price, Promotion, and others.

**Simultaneous Hypothesis Test (F Test)**

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5%. The criteria for evaluating the hypothesis in this F test are: H<sub>0</sub> Accepted if: F<sub>count</sub> < F<sub>table</sub>, H<sub>a</sub> Accepted if: F<sub>count</sub> > F<sub>table</sub>

**Table 6.. ANOVA Test**

Model		F	Sig.
1	Regression	69,378	,000 <sup>b</sup>
	Residual		
	Total		

Based on the table above, it can be seen that the value of F<sub>count</sub> > F<sub>table</sub> (69.378 > 3.15). That is, the variables of Customer Loyalty and Purchase Interest simultaneously have an impact on Sales Targets (H<sub>3</sub> is accepted).

**Partially Hypothesis Test (t Test)**

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.05 and a two-sided test. The criteria for evaluating the hypothesis in this t test are:

H<sub>0</sub> Accepted if: t<sub>count</sub> < t<sub>table</sub>

H<sub>a</sub> Accepted if: t<sub>count</sub> > t<sub>table</sub>

**Table6. Coefficient Test**

Model		t	Sig
1	(Constant)	1,319	,192
	Customer Loyalty	5,094	,000
	Interest Buy	5,932	,000

Based on the table above, it can be seen that:

- a. The results of the partial test calculation of Customer Loyalty obtained a value of  $t_{count} > t_{table}$  ( $5.094 > 1.99897$ ) with a significance level of  $0.000 < 0.05$ , it is concluded that Customer Loyalty has a significant positive impact on Sales Targets, so that the proposed hypothesis is accepted (H1 is accepted).
- b. From the results of the partial test calculation of Buying Interest, it is obtained that  $t_{count} > t_{table}$  ( $5.932 > 1.99897$ ) with a significance level of  $0.000 < 0.05$ , it is concluded that Buying Interest has a significant positive impact on Sales Targets, so that the proposed hypothesis is accepted (H2 is accepted).

## CONCLUSION

The conclusions that researchers can draw from the results of this study are as follows: Customer loyalty has a significant positive effect on sales targets. Purchase intention has a significant positive effect on the sales target. Customer loyalty and buying interest have a significant positive effect on sales targets..

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