

THE EFFECT OF PERSONAL SELLING, ADVERTISING, AND PRODUCT DIFFERENTIATION ON CONSUMER PURCHASE DECISIONS CASE STUDY ON MS18 MIE AYAM MANTAP

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ABSTRACT

This study aims to determine the effect of personal selling, advertising, and product differentiation on consumer purchasing decisions, a case study on MS18 Mie Ayam Mantap. In this study, the population used was the nonprobability sampling technique. The sample used the Hair formula, (2019) which suggests that the number of samples taken depends on the number of indicators multiplied by 5 to 10. Based on the calculations above, 160 respondent samples were obtained that could represent consumers who made purchases at the MS18 Mie Ayam Mantap restaurant. The data collection method in this study used observation, questionnaires, and interviews. The data analysis techniques used were validity testing, reliability testing, multiple linear regression analysis, determinant coefficient testing, t-test and f-test. The results of the study based on the t-test showed that personal selling had a t count of $-4.732 < -1.975$, so H_0 was accepted and H_a was rejected, Advertising had a t count of $9.709 > 1.975$, so H_0 was rejected and H_a was accepted. Product Differentiation has a t count of $2.577 > 1.975$, so H_0 is rejected and H_a is accepted. The results of the F test show the significance value of Personal Selling, Advertising, and Product Differentiation from the F test with an F-count value of 44.529 and a significance value of 0.000. Indicates a positive and significant influence partially and simultaneously on purchasing decisions. From the results of multiple linear regression, the largest beta coefficient value is in the advertising variable (x_2) which is 0.694. This shows that advertising is the most dominant variable influencing purchasing decisions.

INTRODUCTION

In the competitive culinary sector, an effective marketing strategy is essential to influence consumer purchasing decisions. MS18 Mie Ayam Mantap in Lamongan faces challenges in maintaining customer loyalty amidst intense competition. Therefore, it is necessary to implement personal sales and advertising strategies to build good relationships with customers and expand market reach. Product differentiation is also key for consumers to choose this product over competitors. This study is important

to understand the influence of the third factor on purchasing decisions for MS18 Mie Ayam Mantap products.

This study highlights three important elements in marketing: personal selling, advertising, and product differentiation, and their impact on consumer purchasing decisions at MS18 Mie Ayam Mantap. Personal selling, as a direct marketing approach, allows two-way interaction between sellers and customers that can strengthen relationships and tailor messages to customer needs. According to Kotler and Keller (2016), as well as previous studies, personal selling has a significant influence on purchasing decisions, especially in the food industry. With this approach, sellers can provide direct information and understand consumer reactions and needs, thereby increasing purchase intentions.

The role of personal selling is very important for companies because the messages delivered are individual and two-way, so that sellers can provide information about the products offered and can also influence purchasing decisions (Kusmayani et al., 2014). By selling directly orally, sellers can see consumer reactions to the products offered by the company as well as understand the needs of consumers. Personal selling plays a major role in consumer purchasing intentions.

According to Lutfi et al. (2024), advertising is a paid marketing communication that aims to shape perceptions, increase brand awareness, and grow consumer buying interest in certain products. In the food industry, advertising plays an important role in conveying product image, such as taste, portion, cleanliness, and uniqueness of the menu offered. Advertising also has educational, informative, and persuasive functions that can reach potential consumers in large numbers at once.

According to Zuzmawati and Wulandari (2024), product differentiation is the process of creating uniqueness through form, quality, features, appearance, or additional services, which make the product superior and memorable in the eyes of consumers. In a food business like MS18 Mie Ayam Mantap, differentiation can be in the form of different presentation of chicken noodles, additional special toppings, jumbo portion sizes, presentation in unique packaging, or the use of traditional ingredients that are not used by competitors.

Purchasing decisions are the process consumers go through in determining whether to buy a product or service, including how, when, and where the purchase is made. According to Deviyanti (2021). Kotler and Keller (2021) explain that the purchasing decision process occurs when consumers face a problem or need that needs to be solved, then search for information about available solutions.

RESEARCH METHODS

The form of research used in this study is a quantitative research method. The data analysis method used in this study is Validity Test, Reliability Test, Multiple Linear Regression Analysis, Determinant Coefficient Test, t-test and F-test using SPSS 26 software. The population in this study were consumers who made purchases at the MS18 Mie Ayam Mantap restaurant.

The sample used the Hair formula, (2019) which suggests that the number of samples taken depends on the number of indicators multiplied by 5 to 10.

So the number of samples in this study is:

Sample = number of indicators x 10

= 16 x 10

= 160.

Based on the calculation above, 160 respondent samples were obtained which could represent consumers who made purchases at the MS18 Mie Ayam Mantap restaurant.

RESULTS AND DISCUSSION

Validity Test

Validity testing was carried out using the SPSS 26 program. The results of the validity test are as follows:

Table 1 Validity Test Results

Variables	Statement	R Count	R Table	Information
Personal Selling	X1.1	0,635	0,130	VALID
	X1.2	0,749	0,130	VALID
	X1.3	0,628	0,130	VALID
	X1.4	0,683	0,130	VALID
	X1.5	0,680	0,130	VALID
Advertising	X2.1	0,638	0,130	VALID
	X2.2	0,763	0,130	VALID
	X2.3	0,789	0,130	VALID
	X2.4	0,808	0,130	VALID
	X2.5	0,631	0,130	VALID
Diferensiasi Produk	X3.1	0,649	0,130	VALID
	X3.2	0,738	0,130	VALID
	X3.3	0,682	0,130	VALID
	X3.4	0,643	0,130	VALID
	X3.5	0,519	0,130	VALID
Buying decision	Y1	0,702	0,130	VALID
	Y2	0,798	0,130	VALID
	Y3	0,763	0,130	VALID
	Y4	0,730	0,130	VALID

Source: Data processed by researchers, 2025

Reliability Test

Reliability testing aims to assess the extent to which the measurement instrument used has adequate accuracy, stability, or consistency.

Tabel 2 Reliability Test Results

Variables	<i>Cronbach Alpha</i>	Alpha	Information
X1	0,702	0,60	Reliabel
X2	0,776	0,60	Reliabel
X3	0,650	0,60	Reliabel
Y	0,738	0,60	Reliabel

Source: Data processed by researchers, 2025

The results of the reliability test of the variable constructs in this study showed a Cronbach Alpha value greater than 0.60. Thus, it can be concluded that this questionnaire has a good level of reliability.

Multiple Linear Regression Analysis

From the results of multiple linear regression analysis, the following equation was obtained:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 6,475 - 0,298X_1 + 0,618X_2 + 0,165X_3$$

From the regression equation above, it can be explained as follows:

- 6.475 Shows how much influence the independent variable has on the dependent variable.
- Regression Coefficient Value X1 Personal Selling: -0.298 shows that personal selling will reduce purchasing decisions.
- Regression Coefficient Value X2 = 0.618 shows that every 1 unit increase in advertising will increase purchasing decisions
- Regression Coefficient Value X2 = 0.165 shows that every 1 unit increase in product differentiation will increase purchasing decisions

Determinant Coefficient Test

The coefficient of determination is basically used to measure the percentage of influence of the independent variable on the dependent variable. If the R² value is less than 50%, it means that the independent variable can only explain the variation of the dependent variable to a limited extent. The results of the coefficient of determination test are:

Table 4 Results of Determination Coefficient Test
Model Summary^b

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679 ^a	.461	.451	1.681

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

The R² value shown in the R Square table is 0.461 or 46.1%. This means that the strength of the relationship between the dependent and independent variables in the regression model is 46.1%. while the remaining 53.9% is explained by other factors outside this research model.

T-Test (Partial)

This test is basically used to find out whether the independent variables, namely influencers (X1), viral marketing (X2), and content marketing (X3), partially have a significant influence on the dependent variable, namely purchasing decisions (Y). In this test, tcount is compared with ttable. The results of the t-test were carried out using SPSS 26. In addition, significance testing can also be carried out by observing the level of significance that is less than 0.05.

Here are the criteria for testing the hypothesis partially:

- If tcount < ttable then H0 is accepted, meaning that partial independence does not have a significant effect on the dependent variable.
- If tcount > ttable then H0 is accepted, meaning that partial independence has a significant effect on the dependent variable.

Table 7 Results of t-test calculation (partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.475	1.461		4.431	.000
X1	-.298	.063	-.325	-4.732	.000
X2	.618	.064	.694	9.709	.000
X3	.165	.064	.172	2.577	.011

Sumber: Data yang diolah oleh peneliti, 2025

Based on the test conducted with a level (df) = 156 and a t table value at a significance level of 5% ($\alpha = 0.05$) of 1.975. with the following analysis:

1. The influence of Personal Selling (X_1) on purchasing decisions (Y). The Personal Selling variable (X_1) has a t count value of $-4.732 < -1.975$, so H_0 is rejected. This means that Personal Selling has a negative and significant effect on purchasing decisions.
2. The influence of Advertising (X_2) on purchasing decisions (Y). The Advertising variable (X_2) has a t count of $9.709 > 1.975$, so H_0 is rejected. This means that Advertising has a positive and significant effect on purchasing decisions.
3. The influence of Product Differentiation (X_3) on purchasing decisions (Y). The Product Differentiation variable (X_3) has a t count of $2.577 > 1.975$, so H_0 is rejected. This means that Product Differentiation has a positive and significant effect on purchasing decisions.

F Test (Simultaneous)

The simultaneous influence test (f test) is used to determine whether the independent variables simultaneously influence the dependent variable. The criteria for rejecting and accepting the hypothesis are:

- a. If $F_{count} > F_{table}$, then H_0 is rejected and H_a is accepted, meaning that the independent variables simultaneously have a significant effect on the dependent variable.
- b. If $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected, meaning that the independent variables simultaneously have a significant effect on the dependent variable.
- c. If the significance value < 0.05 then H_0 is rejected, meaning that the independent variables simultaneously have a significant effect on the dependent variable.

Table 8 Results of F Test Calculation (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	377.704	3	125.901	44.529	.000 ^b
Residual	441.071	156	2.827		
Total	818.775	159			

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2, X3

Based on the results of the ANOVA analysis, the calculated F value is 44.529 with a significance value of 0.000. With degrees of freedom $df_1 = 3$ and $df_2 = 156$ and a significance level of 5%, the F table value is 2.66. Because the calculated $F > F_{table}$ ($44.529 > 2.66$) and the significance value < 0.05 ($0.000 < 0.05$), it can be concluded that the three independent variables together have a significant effect on purchasing decisions.

CONCLUSION

Based on research conducted by researchers, which shows the influence of Personal Selling, Advertising, and Product Differentiation on purchasing decisions, it can be concluded as follows:

1. t-test (Partial)

- A. Personal Selling has a negative and significant effect on consumer purchasing decisions. This is indicated by a significance value of 0.000 which is smaller than the significance level of 0.05, with a regression coefficient value of -0.298 and a t-count value of -4.732. This means that the lower the quality or effectiveness of personal selling, the lower the consumer purchasing decision. This finding indicates that a direct approach to consumers may not be optimal or even cause negative perceptions.
- B. Advertising has a positive and significant effect on purchasing decisions. This is evidenced by a significance value of 0.000 and a t-count value of 9.709 which indicates a strong influence. The regression coefficient value of 0.618 indicates that increasing advertising activities, either through social media, brochures, or other promotional media, can significantly increase consumer purchasing decisions. This variable also has the most dominant influence compared to other variables.
- C. Product Differentiation also has a positive and significant effect on purchasing decisions. This can be seen from the t-value of 2.577 and a significance of 0.011. This shows that efforts to differentiate products from competitors, such as in terms of taste, appearance, portion size, or uniqueness of presentation, contribute to increasing purchasing decisions.

2. F Test (Simultaneous)

Simultaneously, the three variables (Personal Selling, Advertising, and Product Differentiation) have a significant effect on purchasing decisions, as evidenced by the results of the F test with an F-count value of 44.529 and a significance value of 0.000. Thus, the regression model used in this study can explain the effect of the three independent variables on the dependent variable.

3. Multiple Linear Regression Analysis

From the results of multiple linear regression, the largest Beta coefficient value is in the Advertising variable (X2) which is 0.694. This shows that advertising is the most dominant variable influencing purchasing decisions.

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