

# PERSONAL SALES, BRAND IMAGE, MOUTH WORDS ON DECISIONS TO BUY HONDA BRAND SPARE PARTS

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## **Abstract**

Decisions to buy are activities or actions taken to exchange goods or provide services using a legitimate transaction tool. This article shows which are the most important factors a client takes into account when buying Honda brand Parts, based on a quantitative study in Indonesia. The sample consists of 98 respondents, and the results show that personal sales give a positive and significant value to the purchase decision, t-count = 4041 and t-table = 1.661. Other factors that have a positive impact are the brand image that gives a positive and significant value to the purchase decision; t-test 5830 and t-table = 1.661 and mouth word with t-count = 4.148 and t-table 1.661. The study also proves that the assessment of Personal Sales, brand image and mouth words simultaneously impact the purchase decision of Honda brand Parts.

**Keywords:** *Personal Sales, Brand Image, Mouth words, Decisions to buy*  
**JEL Classification:** *M21, M31*

## **Introduction**

Nowadays, competition provides many choices for consumers in buying a product. Basically, by the existence of some competitors, there will be many choices for consumers to choose products that meet their expectation. This is suitable for their wishes and along with the advancement of information technology, make consumers more critical in buying products. This situation press company adopt new strategic policies to sell their products and services.

The marketing concept states that the key to success in achieving the company's goal is to determine the desires of the target market and to provide consumer satisfaction more efficiently and effectively. Company management must be able to develop marketing programs that could attract consumer's attention and trust so that they buy goods that become their needs. The decision to purchase a product does not just happen casually. It requires a process. The decision-making process starts with recognizing a problem, searching for information, evaluating several alternatives, which will create a purchase decision and the formation of post-purchase behavior (Kotler, 2008). Therefore, marketing activities have a significant role informing about the products available to increase sales and find out the prospective buyers/consumers goods assessment offered.

Decisions to buy, according to Tjiptono (2008), is a process where consumer understands the problem, finds information related to a particular product or brand and evaluates how each alternative can solve the problem very well and which then leads to the decision to buy. The product characteristic or services depends on their ability to satisfy consumer needs that are stated or implied (Kotler and Armstrong, 2008). The

decision to buy a product is in the consumer's hand because the market provides a wide selection of products and various brands. Consumers are free to choose multiple products by using multiple criteria that suit their needs. Marketers, who understand the desires of consumers to choose a product, are possible to impact the decisions of customers and have a better ability to win the market competition.

The number of competing companies that produce similar products makes the company face difficulties in marketing their offer. Therefore, the company is required to be more intensive in carrying out promotion activities, one of them through Personal Sales. Thus, consumers will be more familiar with the products of the competition. Personal Sale represents a private sale made by someone to offer and promote the products or services they offer. Through this stage serves to acquire the consumer through influencing, encouraging, and convincing the company's products. Personal Sale consists of an oral presentation or a conversation with one or more prospective buyers to make a sale. Daft (2002: 15) defines Personal Sales performance as the ability of an organization to achieve its goals through the use of resources efficiently and effectively. High performance is the manager's final responsibility. Personal Sales performance is conceptually useful for testing performance in terms of behavior or activities undertaken by salesperson, and the results can be helpful for the business. Personal Sales performance is critical thing to pay attention because it placed the company image.

Also, the image and brand will impact consumers to make decisions to buys. Brand image (brand image) is a group of brand associations that are formed in the minds of consumers. Association represents all things related to the brand term (Rangkuti, 2006). According to Kotler (2008), brand image is a set of ideas and impressions formed by a person towards an object. Image is a picture that describes the main impact or an outline, being even a shadow that is owned by someone about something. Therefore, the image can be maintained.

Meanwhile, according to, K.L Keller (2005), brand image can be explained as a perception of a brand that is described as a brand association that exists in consumers' memories. Brand Association (brand association) is other information that is connected with the brand and contains the meaning of the brand for consumers. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image. In other words, the brand image is one of the essential elements that encourage consumers to buy a product. The better the brand image which is attached to the product, the more consumers will be connected to the product, because consumers assume that a product with a trusted brand image could guarantee the quality. Besides the role of marketing through Personal Sales and brand image, one of the promotional ways that are quite effective is Mouth words (WOM) communication. In business, using mouth words represents a simple marketing tool which does not require high costs. The effectiveness is substantial. Using mouth words is currently very important in marketing; many studies proved that communication in Mouth words could impact consumer decisions. Consumers trust mouth words to value a product and influence their decisions to buys, more than advertising. The experience of someone using a product sound more reliable than other marketing channels.

Promotions conducted by consumers usually will have their strengths in influencing others. In this case, the advertising is considered a mouth words one or mouth words Marketing. By looking at the power of mouth words marketing impact, a producer needs to focus more on running Mouth words Marketing, because the effect of this marketing method makes the consumers talk, promote and sell From a situation to another, company

can know which strategies should be carried out so that the products can have a better image. The company can periodically conduct surveys to find out whether the company's activities refer to improve the image that was previously owned or not. The following are data on the number of consumers and the results of spare part sales during January - December 2018, presented in Table 1.

**Table 1. Data of Consumers and Sales of Honda Spare Parts in Denpasar City in 2018**

Month	Consumers (People)	Sales (Rp)
January	4380	3.121.278.500
February	7200	3.145.302.800
March	5020	5.128.793.500
April	3720	3.115.914.700
May	5000	4.128.034.300
June	1563	3.136.776.150
July	4530	3.127.080.500
August	5535	2.127.241.650
September	7450	1.126.082.128
October	5600	7.136.701.000
November	3425	4.118.189.100
December	9430	1.122.866.900
<b>Total</b>	<b>68.878</b>	<b>68.534.260.000</b>

Source: Pre-Survey of Shop

Table 1 reveals the development of consumers and sales of Honda brand spare parts which are experiencing fluctuations every month due to the frequent Personal Sales on the consumers. Furthermore, the adopted in Denpasar "ONE HEART" which aims to attract more consumers and provide a better reputation for the company and product image. Taking this slogan has the scope to make the public to feel comfortable using the spare parts of the company. Also, mouth words communication has an important role, such as stressing the positive aspects to consumers about the products sold so that there is the recommendation to others to increase trust and decisions in buying Honda brand spare parts. From the background of the above problems, the authors are interested in conducting more in-depth research and studies entitled "**Personal Sales, Brand Image, Mouth words toward The Decisions to buy Of Honda Brand Spare Part**".

## LITERATURE REVIEW

### *Personal Sales*

There are various definitions of Personal Sales which are stated by some experts. Most of them describe Personal Sales as the activity made by a salesperson individual that has as primary duty to communicate directly with buyers/consumers, being carried out in a direct manner or face to face, with a high impact to the buyer (Assauri, 2009). Lupiyoadi, (2009) argues that Personal Sales a personal presentation made by the company's salesperson and fostering good relations with consumers.

### *Brand Image*

The brand image consists of a set of ideas and impressions formed by a person towards an object. Keller KL (2005) suggests that brand image can be explained as a

perception of a brand that is described as a brand association that exists in consumers' memories. Consumers will recall information about a brand, and this happens in general, when consumers participate in decision making. Sulistyari (2014) states that there are indicators that shape brand image, such as: Corporate Image, Product Image or User Image.

### **Mouth Words**

One of the essential factors in business is mouth words communication. Customers usually share their experiences with other potential customers. They convey their skills in order that other people will get the same satisfaction. Research says that personal recommendation is the most important factor in business communication, where the customer experience will usually be trusted. Mouth words communication refers to the exchange of comments, thoughts, or ideas between two or more consumers, none of which are sources of marketing. Mouth words represent a form of communication about products and services between independent people, which is not constituting part of the company providing the product, which occurs through a medium that is also independent, (Mowen, 2007). Mouth words communication is one of the traditional forms of marketing communication. A mouth word is informal interpersonal communication and is considered the most credible form of advertising. The implication of marketers includes focusing on customer satisfaction. Technological developments also make consumers defter in avoiding traditional advertising. Mouth words are the most straight forward concept in marketing, and according to Lupiyoadi (2008), it can be measured using the following indicators: talk about positive things, recommendation and encouragement.

### **Decisions to buy**

According to Kotler (2012), the decisions to buy is a process consisting of five stages carried out by a consumer before arriving at the choices to buy. In this context, this study included four indicators in determining decisions to buys, namely: *the stability of a product, the habit of purchasing a product, to others, making re-purchasing.*

## **METHODOLOGY**

### **Design and research approaches**

This research explains the influence and Influenced by the variables to be examined. With Quantitative approach, because of the data to be used in To analyze relationships between variables expressed by the number or numerical scale. This research analyzes personal sales, brand image, mouth words on decisions to buy Honda brand spare parts.

### **Location and research time**

This Research Will Be Held at Dealer Of Honda Spare Part Store In Denpasar The Time The Research Will Be Held In The Month, September 2019 To November 2019

### **Definition Of Operational Variable**

The operational definition of this research are the following:

1. *Personal Sales*

Indicators used Prospecting, Pre-Approach, Presentation and Documentation, Overcoming Objection, Closing, Follow-up and Maintenance.

2. *Brand image.*

Indicators used: Corporate Image, Product Image, and User Image.

3. *Mouth words*

Indicators used: Talk about positive things, Recommendations, Encouragement.

4. Decisions to buy

Indicators used: Stability, Habits, Providing recommendations to others, Repurchasing.

## Population, Sample, and Sample Determination Method

### Research population

For this study, the population from which was extracted the sample consists of consumers who had purchased Honda spare parts. According to our data, the total population is formed of 68.878 buyers.

### Sample

The sampling technique used in this study is based of Slovin formula (Sevilla et. Al, 1960: 182). To determine the number of samples were used the following terms: the desired sampling, in this case, is 10% (error tolerance) and N population is 68.878 consumers. Based on the results of calculations with the Slovin method, the sample size obtained was 98 people.

### The Sample Technique

The technique used was Accidental Sampling. According to Sugiyono (2008: 77), that is a technique of determining samples based on coincidence

### Data analysis technique

#### Classic assumption test

1. Normality test
2. Multicollinearity Test
3. Heteroscedasticity Test
4. Multiple Linear Regression Analysis Test.

The multiple linear regression equation is as follows:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Notes:

$Y'$  = Decisions to buy

$X_1$  = Personal Sales

$X_2$  = Brand Image

$X_3$  = Mouth words

$a$  = A constant (Value is  $Y'$  if  $X_1, X_2 \dots X_n = 0$ )

$b$  = Regression coefficient (increase or decrease value)

### Correlation Coefficient Analysis Test (R)

Analysis of the multiple correlation coefficient (R) was used to explain the strength and direction of the relationship between the independent variable and the dependent variable.

### The Analysis Test of the Coefficient of Determination (R<sup>2</sup>)

The smallest value of R<sup>2</sup> means the ability of independent variables in explaining the variation of the dependent variable which is very limited

## RESULT AND DISCUSSION

### Multiple Correlation Analysis

The multiple correlation analysis test can be seen in the table below (table 2):

**Table 2. Multiple Correlation Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.924 <sup>a</sup>	.854	.850	1.688	.854	183.759	3	94	.000

Source: *Data processed, 2019*

The table above (table 2) describes the magnitude of the relationship between Personal Sales, brand image and mouth words on simultaneous decisions to buys. correlation value of 0.924 shows that there is a very strong impact.

### Data analysis technique

#### Classic assumption test

##### 1. Normality test

Based on Normality Test value of  $0.939 > 0.05$ , the results indicate that the data is normally distributed, so, it can be concluded that the model meets the normality assumption.

##### 2. Multicollinearity Test

The multicollinearity test is as follows:

**Table 3 Multicollinearity Test  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.162	1.247		3.337	.001	
	Personal Sales	.155	.038	.274	4.041	.000	.337
	brand image	.528	.090	.414	5.830	.000	.307
	Mouth words	.351	.085	.309	4.148	.000	.280

Source: *Data processed, 2019*

Based on Table 3 above, it is shown that all independent variables have a tolerance value  $> 0.10$ , as well as the results of the calculation of VIF values, all variables have a VIF value  $< 10$ . This means that in the regression model created; there are no symptoms of multicollinearity.

##### 3. Heteroscedasticity Test

Regression models do not contain heteroscedasticity when the significance value of the independent variable is the absolute residual statistical value above  $\alpha = 0.05$ .

**Table 4. Heteroscedasticity Test Results.**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.340	.661		.514	.608
1 Personal Sales	.031	.020	.264	1.524	.131
brand image	-.028	.048	-.106	-.583	.562
Mouth words	.011	.045	.046	.243	.809

a. Dependent Variable: RES\_2

Source: Data processed, 2019

Based on Table 5, it is shown that each model has a significance value higher than 0.05. This means that in this regression model, there is no similarity in variance from one observation to another observation, or there is no heteroscedasticity.

**Multiple Linear Regression Analysis**

The following is the results of the multiple regression analysis conducted using the IBM SPSS Statistics 23.0 program.

**Table 5. Multiple Linear Regression Test Results**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.162	1.247		3.337	.001		
1 Personal Sales	.155	.038	.274	4.041	.000	.337	2.968
brand image	.528	.090	.414	5.830	.000	.307	3.259
Mouth words	.351	.085	.309	4.148	.000	.280	3.577

a. Dependent Variable: Decisions to buy

Source: Data processed, 2019

From the above equation, this research regression equation is :

$$Y = 4,162 + 0,155X_1 + 0,528X_2 + 0,351X_3 + \epsilon_i$$

**Analysis of the Coefficient of Determination (R<sup>2</sup>)**

The results of the coefficient of determination can be seen in the table below.

**Table 6. Determination Coefficient Analysis Test Results (R<sup>2</sup>)**  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 <sup>a</sup>	.854	.850	1.688

a. Predictors: (Constant), Mouth words, Personal Sales, brand image

b. Dependent Variable: Decisions to buy

Source: *Data processed, 2019*

Based on the table above (table 6), the coefficient of determination is shown from the Adjusted R Square value of 0.850. This means that 85% of the variation in the purchase decision variable can be explained by variations of the three independent variables total Personal Sales (X1), brand image (X2), mouth words(X3). Meanwhile, the rest (15%) is explained by other causes outside the research model.

### Hypothesis testing Partial Significant Test (t-Test)

**Table 7.T-Test  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.162	1.247		3.337	.001
Personal Sales	.155	.038	.274	4.041	.000
brand image	.528	.090	.414	5.830	.000
Mouth words	.351	.085	.309	4.148	.000

a. Dependent Variable: Decisions to buy

Source: *Data processed, 2019*

1. *The impact of Personal Sales (X1) on the decisions to buy (Y) of Honda spares parts*

From the table above, it can be seen the  $t_{count}$  for the Personal Sales variable (X1) is = 4.041 and the value of sig.calculate = 0.000. Thus H0 is rejected, and H1 is accepted. This means that statistically for a one-sided test at the level of trust ( $\alpha$ ) = 5%, partially Personal Sales (X1) has a positive effect on decisions to buys (Y). In this regard, I if there is an increase in Personal Sales (X1), it will increase choices to purchases (Y). Thus the hypothesis, which states that Personal Sales (X1) has a positive effect on decisions to buys (Y), is verified.

2. *The impact of brand image (X2) on the decisions to buy (Y) of spare parts*

H0 is rejected, and H2 is accepted. This means that statistically for a one sided test at the level of trust ( $\alpha$ ) = 5%, partially brand image (X2) has a positive effect on decisions to buys (Y). So, if there is an increase in the brand image (X2), it will increase decisions to buys (Y). Thus, the hypothesis, which states that brand image (X2) has a positive effect on decisions to buys (Y), is verified.

3. *The impact of mouth words(X3) on decisions to buys (Y) of spare parts*

This means that statistically for the one-sided test at the level of trust ( $\alpha$ ) = 5%, partially mouth words (X3) has a positive effect on decisions to buys (Y). Therefore, if there is an increase in mouth words(X3), it will increase choices to purchases (Y). Thus, the hypothesis, which states that mouth words(X3) has a positive effect on decisions to buys (Y), is verified.

### Simultaneous Significant Test (F-Test)

The f-test was used to test H4, namely *the impact of Personal Sales (X1), Brand image (X2) and Mouth words(X3) on Decisions to buy (Y)*. Based on the overall test results above, at a confidence level of 95%, an error of 5% and a degree of numerator-free 3 and a denominator of 94, the  $F_{table}$  value is 2.70. In this regard, the  $F_{count}$  value is 183.759. Because the value of  $F_{count}$  is higher than  $F_{table}$  and  $F_{count}$ , the null hypothesis is rejected and H4 is accepted. This means that Personal Sales (X1), brand image (X2) and mouth words(X3) simultaneously impact the decisions to buy (Y).

Thus, the hypothesis, stating that Personal Sales (X1), brand image (X2) and mouth words(X3) impact the decisions to buy (Y), is **verified**.

### Conclusion

Based on the data obtained from the results of the analysis, conclusions can be drawn as follows Personal Sales has a positive and significant impact on the decisions to buy of Honda brand Spare Parts. Brand image has a positive and partially significant impact on the decisions to buy of Honda brand spare part. Mouth words have a positive and partially significant impact on decisions to buys of Honda brand Spare Parts in Denpasar City, Bali. Personal Sales, brand image, and mouth words simultaneously impact the decisions to buy of Honda brand Honda spare parts.

The brand must further increase the customer's buying interest in order to make a decision to purchase a special product of Honda spare parts. Research provides enlightenment that the role of personal selling is indispensable to take action related to the purchase. Buying interest is a mental statement from consumers that reflects the plan to purchase certain products under a specific brand. Therefore, Honda Spare Part should further increase the interest of consumers to buy products spare Part Honda.

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