

## IMPROVING PURCHASE DECISIONS IN PANDEMIC TIMES THROUGH EXPECTED VALUE BY ANALYZING DIRECT SELLING AND SALES PROMOTION AT CV. DUNIA UNGGAS

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**Abstract** In this study are consumers who are in West Sumatra. Sampling using Double sampling technique namely Quota Sampling and Purposive Sampling. Based on the results of partial research (t test) shows that there is a significant effect ( $0.042 < 0.05$ ) between direct selling on expected value, there is a significant effect ( $0.000 < 0.05$ ) between sales promotion on expected value, there is a significant influence significant ( $0.000 < 0.05$ ) between direct selling and sales promotion on expected value, there is an insignificant effect ( $0.100 < 0.05$ ) between direct selling on purchasing decisions, there is a significant effect ( $0.000 < 0.05$ ) between sales promotion on buying decision, There is a significant effect ( $0.001 < 0.05$ ) between expected value on purchasing decisions, There is a significant effect ( $0.005 < 0.05$ ) between direct selling and sales promotion on purchasing decisions with expected value as an intervening variable, the direct effect of direct selling (X1) is smaller than with the indirect effect of direct selling (X2 through expected value (Z) on purchasing decisions (Y), The direct effect of sales promotion (X1) is greater than the indirect effect of sales promotion (X2 through expected value (Z) on purchasing decisions (Y), the contribution of direct selling variables, sales promotion to expected value has an effect of 42.1%, the remaining 57, 9% is influenced by other variables outside of this study, the contribution of direct selling, sales promotion variables to purchase decisions through expected value has an effect of 60.6%, the remaining 59.6% is influenced by other variables outside of this study.

**Keywords:** Direct Selling, Sales Promotion, Expected Value, Purchasing Decision

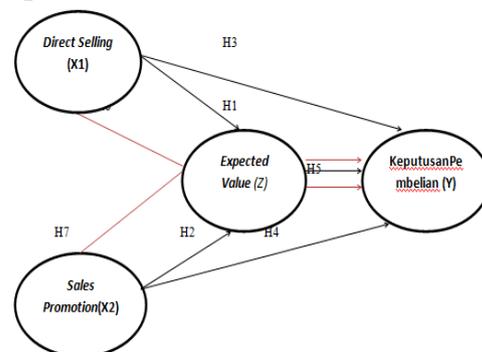
### 1. Introduction

Globally, the world is facing a problem that is quite difficult to solve in a short period of time. Covid-19 is named as a disease outbreak that has attacked the world until now, the corona virus outbreak (covid-19) which started from wuhan, china in december 2019 has shaken the world economy, and indonesia is no exception. The stock index, the rupiah exchange rate, and falling domestic consumption, as well as slowing industrial developments in the country.

### 2. Methods

In this study are consumers who are in West Sumatra. Sampling using Double sampling technique namely Quota Sampling and Purposive Sampling with a large sample of 60 respondents. The data collection methods are questionnaires and multiple linear regression analysis methods and

hypothesis testing, namely: t test, f test, and R<sup>2</sup> using SPSS Version 21.0.



**Figure 1.1 :** Theoretical Framework

Really many big companies have already taken right steps towards the application of principles of business ethics although the adopted principle could be diverse. First, the

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From the table above, it can be concluded that there was a decrease in customer buying interest in 2020 during the COVID-19 pandemic at CV.Dunia Unggas, where in 2018 there were sales per item worth 133,510.05 and in 2019 there was an increase in sales of goods worth 163,045, 01, However, the decline in sales per item occurred in 2020 which showed a smaller number than the

previous year of 82,967.09 compared to 2020 or during the pandemic. In this case, it can be identified that there was a decrease in the purchase of goods during the COVID-19 pandemic which was indicated by direct selling and sales promotion strategies that were not properly used against customer expectations during the pandemic.

No	Name of goods	Unit	Quantity		
			2018	2019	2020
1	Bolt Fish 20kg	Kg	10.545	2097	5233
2	Bp 11 Mash	Kg	7456	2209,1	3742,5
3	Cat Choice Tuna 20 Kg (Pack 800gr)	Pcs	4214	3404	1793
4	Cpi .Bravo 512	Kg	20.890	29.091	16.620,5
5	Cpi. Bp 11	Kg	21.233	30.097,8	14.024,5
6	JagungBeras 30 Kg	Kg	7.772	11.77.8	3.036,5
7	JagungHalus	Kg	6101,1	7057,9	2243,8
8	Juara Anti Stress 450 G	Pcs	7113	9540	2716
9	Juara Seaweed 450 G	Pcs	6903	10.330	2926
10	Leopard MaduHalus Plus	Pcs	6.710	7669	3144
11	Maxi Tuna 20 Kg	Kg	9734	6721	3264
12	MiletPutih @25 Kg	Kg	9211,8	12.901	7928,5
13	MinyakIkan	Butir	6210	6652	3504
14	PasirMarkotop #5 5 Ltr	Pcs	3044.09	5159,3	1159,29
15	Tasty Choise Kitten 20kg	Kg	1190,8	7450,5	3678,5
16	Tempatminum kerucut 1 liter	Pcs	3409	1011	1017
17	Universal tuna (22kg) 400gr	Pcs	2067	3044	1059
18	Vita chicks 10 gr	Pcs	1180	8312	2417
19	Whs junior tuna 85gr	Pcs	1570	10.298	3460
TOTAL			133.510,05	163.045.01	82.967,09

This is also in line with the results of Mirayani's research, (2019) which concludes that the implementation of the Direct selling (X1) strategy has a positive impact on sales volume (Y) at PT. The work of Mr. Oles Tokcer Workshop Village.

Therefore, the author will conduct research on the expected value of the direct selling and sales promotion strategies used by CV.Dunia Unggas to take measurements of these two strategies during the pandemic to get results which show how much purchasing decisions occur against CV.Dunia.

Poultry. And provide suggestions for a new strategy on direct selling and sales promotion which in the end states the value of whether the strategy that has been innovated has positive or negative values for companies and consumers in order to improve purchasing decisions during the COVID-19 pandemic.

**3. Results and Discussion**

To determine the effect of direct selling, sales promotion and expected value on purchasing decisions, multiple linear regression analysis is used. The following regression tests were carried out.

**Table 1.** Multiple linear regression

Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	T	Sig.	
1 (Constant)		-9,705	6,806		-1,426	,159
DirectSelling(X1)		-,122	,108	-,096	-1,137	,260
SalesPromotion(X2)		,778	,172	,481	4,522	,000
ExpectedValue(Z)		,535	,145	,402	3,684	,001

Based on table 4.22 above, it can be seen that the regression equation is:

The direct selling variable regression coefficient is -0.096: if direct selling (X1) is increased by one (1) unit with the assumption that sales promotion(X2) and expected value (Z) are ignored (0) then purchasing decisions (Y) will decrease by -0.096 .

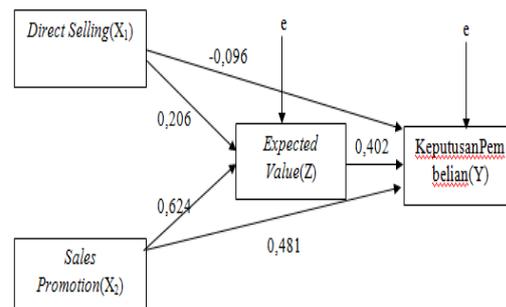
Sales promotion variable regression coefficient is 0.481: if sales promotion (X2) is increased by one (1) unit with the assumption that direct selling (X1) and expected value (Z) are ignored (0) then purchasing decisions (Y) will increase by 0.481.

The expected value variable regression coefficient is 0.402: if the expected value (Z) is increased by one (1) unit with the assumption that direct selling (X1) and sales promotion (X2) are ignored (0) then purchasing decisions (Y) will increase 0,402. Result of Equation Analysis:

H8: expected value is able to mediate the effect of direct selling on purchasing decisions. Where the indirect influence is greater than the direct influence.

H9: The expected value is not able to mediate the influence of sales promotion on purchasing decisions. Where the indirect effect is smaller than the direct effect.

**Figure 1.1 :** Path Analysis



**4. Conclusion**

Based on the results of partial research (t test) shows that there is a significant effect (0.042 <0.05) between direct selling on expected value, there is a significant effect (0.000 <0.05) between sales promotion on expected value, there is a significant influence significant (0.000 <0.05) between direct selling and sales promotion on expected value, there is an insignificant effect (0.100 <0.05) between direct selling on purchasing decisions, there is a significant effect (0.000 <0.05) between sales promotion on buying decision, There is a significant effect (0.001 <0.05) between expected value on purchasing decisions, There is a significant effect (0.005 <0.05) between direct selling and sales promotion on purchasing decisions with expected value as an intervening variable, the direct effect of direct selling (X1) is smaller than with the indirect

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