

The Impact Of The Pandemic And The Implementation Of Sales Strategies On People's Buying Interest In The New Normal

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ABSTRACT

This research was motivated by the decline in people's buying interest during the pandemic which was marked by a decline in sales. This study aims to determine the sales strategy for purchasing interest from the customers at Rezeki Baru which is a grocery store located in Batang Kuis, Nort Sumatera. The research was conducted in September 2022 through observing the customer who has been purchased things in Rezeki Baru. The data collection technique in the study is provided by questionnaire to consumers at Rezeki Baru and made observations. The analytical technique used in this study is quantitative using a questionnaire. The population used is consumers at Rezeki Baru. The sampling technique is *simple random sampling*. Meanwhile, to analyze the data, a validity test using *Pearson product* was used, and *Croncbach's Alpha* as a reliability test. For prerequisite analysis testing, normality testing, multicollinearity test, and heteroskedasticity test are used. Then in testing against hypotheses, partial t test, F test and determination test are used. The results of this study were obtained based on the calculation of the t test with a coefficient of sig value. from the Impact of the Pandemic on The Purchase Interest generates a value of $0.002 < 0.05$ and the sig. value of the Sales Strategy on the Purchase Interest produces a value of $0.000 < 0.05$ which means that the higher the level of pandemic impact, the higher the value of the effect on the Purchase Interest. Where it can be seen that the pandemic has greatly influenced the decline in people's purchase interest in Rezeki Baru.

Keywords: Buying Interest, Pandemic Impact, Sales Strategy

INTRODUCTION

Business competition that is increasingly fierce in the era of globalization must be addressed by business people or businesses by implementing strategic measures for the continuity of their business. The emergence of the Covid-19 pandemic that has hit almost all over the world has resulted in a decrease in people's purchasing power due to government policies to carry out *social distancing* to avoid the transmission of the Covid-19 virus by reducing shopping activities outside the house. The existence of this pandemic has caused various problems, one of which is micro, small and medium enterprise, which is the decline in public purchasing interest during the pandemic.

Several factors have caused a decrease in purchase interest, one of which is due to the lack of promotions carried out during the pandemic. According to Kotler in his research, he said that promotion is a kind of communication that gives an explanation to convince potential consumers of goods and services (Kotler, 2000). While according to a research by Mahendra, promotion is always related to trying to direct someone to get to have better understanding of the store's products, then eventually decided to buy and always remember the product (Mahendra, 2019). To introduce the basic food products that will be offered by Rezeki Baru, it requires promotions to be known by the wider community. The definition of promotion is a part of the marketing strategy process as a way to communicate with the market by using the composition of the "*promotional mix*" (Komala,

2017). So that promotion attracts the attention of potential consumers, by providing services that satisfy consumers and good marketing communication so that consumers have a positive perception of the basic food products offered by producers and consumers will not hesitate to return to buy basic food products at Rezeki Baru.

In this study, researcher took a study on Rezeki Baru store located at Batang Kuis. Rezeki Baru is a type of grocery store that sells daily necessities such as rice, sugar and oil, etc. The application of appropriate marketing communications can have a huge impact on the buying interest of potential consumers. Buying interest is a consumer behavior that shows the extent of his commitment to make a purchase (Tirajoh, 2013). The marketing communications referred to in the above presentation are Personal Selling (Individual Sales) and Direct Marketing carried out by Rezeki Baru.

Increasing people's buying interest at Rezeki Baru is influenced by several factors, one of which is the most effective communication strategy in influencing customers in making purchases is to implement promotions, especially Personal Selling as a medium to introduce basic food products that are marketed. Personal selling is an important element in ensuring the satisfaction of purchases and post purchases in maintaining long term relationships between buyers and sellers based on understanding and trust. Personal Selling can be done face to face (Economic & Esa, 2019). Personal Selling is a direct (face to face) communication between sellers and potential customers to introduce a product to potential customers and form a customer's understanding of a product so that they will then try to buy it (Hendra & Nainggolan, 2020). The existence of Personal Selling can communicate, provide presentations and understanding of basic products offered to consumers so that consumers can feel the services provided, Personal Selling is expected to be able to provide a direct response to buyers faster, because individual sales are in direct contact with customers.

In addition to Personal Selling, sales success is also due to the implementation of Direct Marketing carried out by the Rezeki Baru. Direct Marketing influences or convinces consumers, it is stated that direct marketing is a direct relationship with individual consumers to get an immediate response and gain customer loyalty (Chandra, 2016). Direct marketing provides an opportunity to create a certain flexibility in the company's interaction with consumers. This is facilitated by establishing personal contact and promptly receiving feedback from the consumer on the company's product offer (Matviiets & Kipen, 2021). So that Direct Marketing can increase people's buying interest, employees must work optimally and responsively in answering questions given by consumers and maintaining a good long term relationship with consumers. This can increase people's interest in purchasing in Rezeki Baru.

LITERATURE REVIEW

Based on the identification of the problems above, the problems in this study are limited to independent variables, namely promotional sales strategies that are limited by Personal Selling, Direct Marketing, and dependent variables by Purchase Interest. The research was conducted at Rezeki Baru.

Pandemic Impact

On March 11, 2020, the World Health Organization (WHO) stated that the Covid-19 coronavirus outbreak has officially reached the pandemic level. The term pandemic according to the KBBI is interpreted as an outbreak that spreads simultaneously everywhere, covering a large geographical area. Disease outbreaks that fall into the pandemic category are diseases that are contagious and have a continuous line of

infection. To prevent the spread of this virus, the government has implemented a *social distancing* policy, and then upgraded to PSBB (Large Scale Social Restrictions) (Ezizwita & Sukma, 2021). People are encouraged to stay at their own premises and can only leave the house for very urgent purposes and continue to implement health protocols. Indicators of the impact of the pandemic are understanding about Covid-19 and government policies that apply during Covid-19.

Sales Strategy

Strategy is a plan that takes precedence to achieve this goal (Widharta & Sugiharto, 2013). So, a strategy is a thorough, unified plan that attributes the advantages of a store strategy to environmental challenges and that is designed to ensure that the main goals of the store can be achieved through the right marketing strategy. A sales strategy is a plan made by a store to determine how to increase purchase interest in the new normal.

Purchase Interest

According to Tirajoh, Buying interest is a consumer behavior that shows the extent of his commitment to make a purchase (Tirajoh, 2013). Consumers needs and desires for goods and services develop from time to time and influence the behavior of perceptions in purchasing products. The aspects contained in buying interest include: 1) Attention, there is great attention from consumers to a product (goods or services), 2) Interest, after attention there will be a sense of interest in consumers, 3) Desire, continuing to the feeling of wanting or owning a product, 4) Confidence, there is confidence from the individual in the product that gives rise to a decision (final process), 5) Decision, to acquire it by an act called buying (Rachman & Ginting, 2015).

Personal selling is personal presentation by the firms sales force for the purpose of making sales and building customer relationships (Awara & Esu, 2014). Personal Selling indicator is: 1.) Tangibile, Physical evidence is the ability of salespersons to show their existence on the external side. These dimensions can be reflected through the planning and completeness of sales attributes. 2.) Reliability, Ability to provide services as promised accurately and reliable information. 3.) Responsiveness, Willingness to help and provide good service to customers by conveying information clearly. 4.) Quality Perception, Consumer perception of the overall quality or excellence of a product or service that is the same as expected (Willy, 2020).

Direct Marketing influences or convinces consumers, stating that direct marketing is a direct relationship with individual consumers to get an immediate response and get customer loyalty (Purnama et al., 2016). Direct Marketing indicator is Face to face selling, namely : Attractiveness, Politeness, Friendliness, Product Mastery and Agility in answering questions (Marcelyno & Mustikasari, 2021).

The theoretical framework in this study will explain the relationship between each variable can be seen in figure 1.

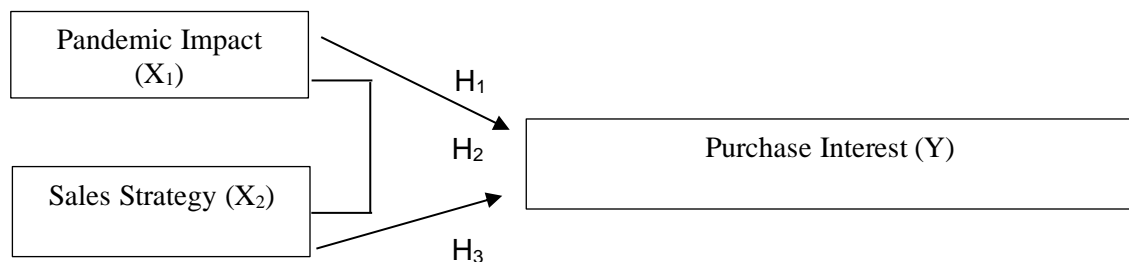


Figure 1. Theoretical Framework

The following is the hypothesis testing of the research:

H₁. There is an Impact of the Pandemic on Purchase Interest

H₂. There is an influence of Sales Strategy on Purchase Interest

H₃. There is an Influence of the Impact of the Pandemic and Sales Strategy on Purchase Interest

Previous research in her research entitled The Effect of Direct Selling on buying interest in PT Surya Sentosa Primatama Daihatsu Jambi products (Ersa et al., 2021). This study aims to find out how the effect of direct selling on buying interest in PT Surya Sentosa Primatama Daihatsu Jambi products. This research is a descriptive research using quantitative methods. The object of this study is consumers who buy Daihatsu products in the city of Jambi. The sampling technique is *non-probability sampling*. The number of samples used in this study amounted to 91 respondents from the population.

The following is the hypothesis testing of the research:

H₁. Repetitive person to person selling, non-repetitive person to person selling and party plans simultaneously affect the interest of buying.

H₂. Repetitive person to person selling partially affects buying interest.

H₃. Non-repetitive person to person selling partially affects buying interest.

H₄. Party plans partially affect buying interest.

RESEARCH METHOD

Subject, Location and Time of Research

The subject of this study was the Rezeki Baru Store on Jalan Niaga, Batang Kuis. And this research was carried out starting on September 12, 2022-September 26, 2022.

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by the researcher to be studied and then drawn conclusions (Widharta & Sugiharto, 2013). The population used in this study were consumers of the Rezeki Baru during the 2020 period approximately 1,120 consumers. According to Widodo in his research, he said that the main purpose of the sample is part of the number and characteristics possessed by the population (Widodo, 2018). The sample was carried out because researchers have limitations in conducting research both in terms of time, energy, funds and a very large population. In this study, the author narrowed the population, namely the number of consumers by 1,120 peoples by calculating the sample size carried out using the Slovin technique according to (Damayanti et al., 2013). This study uses the Slovin formula because in sampling, the number must be *representative* so that the results of the study can be generalized and the calculation does not require a table of the number of samples, but can be done with simple formulas and calculations. The Slovin formula for determining a sample with a confidence level of 90% and an error rate of 10% is as follows:

$$n = \frac{N}{1+N(e^2)} \dots \dots \dots (1)$$

Information:

N = Number of Samples

N = Population Size

e = Fault Tolerance (10%)

$$n = \frac{1.120}{1+1.120(10\%^2)}$$

$$\begin{aligned}
 &= \frac{1.120}{1+1.120(0,01)} \\
 &= \frac{1.120}{1+11,2} \\
 &= \frac{1.120}{12,2} \\
 &= 91.80 = 92
 \end{aligned}$$

Based on data from the total population above which amounted to approximately 1,120 consumers and a reduction in the number of samples with the Slovin formula with the use of an error tolerance rate of 10%, it can be known that the number of samples to be used in this study was as many as 92 consumers. While the sampling technique is to use *simple random sampling*, sampling technique from population members that is carried out randomly without paying attention to the strata in that population (Hotimah et al., 2022).

Data Collection Techniques

The data collection method in this study is a questionnaire method (structured questionnaire) given to respondents, namely consumers at Rezeki Baru store.

According to Tijow, the data collection techniques in this writing are (Tijow et al., 2021):

1. Questionnaire (Questionnaire), Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for their answers.
2. Secondary data, Secondary data is the data needed in order to complete the information that can be obtained through literature studies from literature books, journals, the internet and articles that support research.

Research Instruments

The research instrument is in the form of a questionnaire containing predetermined questions using a likert scale of 1 – 5, where values 1 indicate the lowest value and 5 indicate the highest value as in table 1 (Dorthy et al., 2019). This research instrument was first tested for validity using the *Pearson product* method and its reliability using the *Cronbach's Alpha* method, using the SPSS 26 application.

Table 1. Likert Scale

| Score | Criterion |
|-------|-------------------------|
| 1 | Strongly Disagree (STS) |
| 2 | Disagree (TS) |
| 3 | Disagreement (KS) |
| 4 | Agree (S) |
| 5 | Strongly Agree (SS) |

Data Analysis Techniques

In this study, multiple linear regression analysis techniques were used. Linear regression analysis relates to the study of the dependence of dependent variables with independent variables, with the aim of estimating and predicting population averages or the average values of dependent variables based on known independent values. Multiple linear analysis was used to determine the effect of pandemic impact (X_1) and sales strategy (X_2) on purchase interest (Y). The calculation can be formulated by the following formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

Y = Interest in Purchase (Dependent Variable)

X_1 = Pandemic Impact (Independent Variable)

X_2 = Sales Strategy (Independent Variable)

α = Constants

β_1 = Coefficient for the Pandemic Impact variable

β_2 = Coefficient for the Sales Strategy variable

e = Standard Error (5%)

The data processing process was carried out with validity tests using *Pearson products*, and *Croncbach's Alpha* as reliability testing. For prerequisite analysis testing, normality testing, multicollinearity test, and heteroscedasticity test are used. Then in testing against hypotheses, partial t test, F test and determination test are used. This data processing is carried out using the help of SPSS application version 26.

RESULTS

In this study, the number of respondents amounted to 92 peoples based on the characteristics of respondents based on gender, namely male respondents totaling 37 peoples (40.22%) and female respondents totaling 55 peoples (59.78%). It can be concluded that overall, female respondents dominates more than male respondents.

The characteristics of respondents based on age, namely respondents aged 20-30 years totaled 37 peoples (40.22%), respondents aged 31-40 years totaled 26 peoples (28.26%), respondents aged 41-50 years totaled 27 peoples (29.35%), and respondents > 50 years old totaled 2 peoples (2.17%). This explains that overall the age of respondents 20-30 years is more dominant because it has a higher percentage.

The characteristics of respondents based on work were 32 respondents who worked as private employees (34.79%), respondents who worked as civil servants totaled 17 peoples (18.48%), respondents who worked as housewives totaled 29 peoples (31.52%), and respondents who worked as students totaled 14 peoples (15.21%). This explains that overall respondents who work as private employees dominate more because they have a higher percentage.

The characteristics of respondents based on monthly income are respondents who have an income of < of IDR 5,000,000 totaling 47 peoples (51.09%), and respondents who have an income of \geq of IDR 5,000,000 totaling 45 peoples (48.91%). This explains that overall respondents who have an income of < IDR 5,000,000 dominate more because they have a higher percentage.

The characteristics of respondents based on the intensity of visits were 27 respondents who rarely visited (29.35%), respondents who visited frequently amounted to 38 peoples (41.30%), respondents who visited every day totaled 13 peoples (14.13%), respondents who visited once a week totaled 14 peoples (15.22%). This explains that overall respondents are frequent visitors to Rezeki Baru.

The characteristic results of previous studies consist of gender, age, education, profession and income (Ersa et al., 2021). Based on the gender characteristics of 91 respondents, most of the respondents were female as much as 57%. Based on the age characteristics of 91 respondents, most were 36-45 years old as much as 26%. Based on the educational characteristics of 91 respondents, most of them were educated with S1 as much as 41%. Based on the professional characteristics of 91 respondents, 44% work as civil servants. And based on the income characteristics of 91 respondents, most of them have an income of IDR 4,000,000 – IDR 5,000,000 as much as 44%.

Validity and Reliability Test Results

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure (Dorothy et al., 2021). The value of the correlation coefficient with the total score compared to r_{table} of the Pearson table at a significance of 5% with a 2-sided test and $N = 30$ obtained r_{table} of 0.361.

Reliability Test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable over time (esa et al., 2021). A construct or variable is said to be *reliable* if it gives the value of *Cronbach's Alpha* > 0.6 (Dorothy et al., 2021).

Table 2. Test Results of the Validity and Reliability of the Pandemic Impact (N= 30)

| Items | Validity | | | Reliability | |
|-------|-------------|-------------|-------------|-------------------------|-------------|
| | Correlation | r_{table} | Information | <i>Cronbach's alpha</i> | Information |
| 1 | 0,636 | 0,361 | Valid | 0,778 | Valid |
| 2 | 0,690 | 0,361 | Valid | | Valid |
| 3 | 0,778 | 0,361 | Valid | | Valid |
| 4 | 0,790 | 0,361 | Valid | | Valid |
| 5 | 0,815 | 0,361 | Valid | | Valid |
| 6 | 0,828 | 0,361 | Valid | | Valid |
| 7 | 0,800 | 0,361 | Valid | | Valid |
| 8 | 0,754 | 0,361 | Valid | | Valid |
| 9 | 0,711 | 0,361 | Valid | | Valid |
| 10 | 0,815 | 0,361 | Valid | | Valid |

From the validity test results for the Pandemic Impact variable, as seen in table 2 that all correlation values are above r_{table} value so that all items are declared valid. For reliability testing using *Cronbach's Alpha* method. From the test results obtained the correlation value of *Cronbach's Alpha* of 0.778 is said to be *reliable*.

Table 3. Sales Strategy Validity and Reliability Test Results (N=30)

| Items | Validity | | | Reliability | |
|-------|-------------|-------------|-------------|-------------------------|-------------|
| | Correlation | r_{table} | Information | <i>Cronbach's alpha</i> | Information |
| 1 | 0,598 | 0,361 | Valid | 0,760 | Valid |
| 2 | 0,709 | 0,361 | Valid | | Valid |
| 3 | 0,549 | 0,361 | Valid | | Valid |
| 4 | 0,636 | 0,361 | Valid | | Valid |
| 5 | 0,613 | 0,361 | Valid | | Valid |
| 6 | 0,449 | 0,361 | Valid | | Valid |
| 7 | 0,819 | 0,361 | Valid | | Valid |
| 8 | 0,747 | 0,361 | Valid | | Valid |
| 9 | 0,808 | 0,361 | Valid | | Valid |
| 10 | 0,674 | 0,361 | Valid | | Valid |

From the validity test results for the Pandemic Impact variable, as seen in table 3 that all correlation values are above r_{table} value so that all items are declared valid. For reliability testing using *Cronbach's Alpha* method. From the test results obtained the correlation value of *Cronbach's Alpha* of 0.760 is said to be *reliable*.

Table 4. Test Results of Validity and Reliability of Purchase Interest (N=30)

| Validity | | | | Reliability | |
|----------|-------------|-------------|-------------|-------------------------|-------------|
| Items | Correlation | r_{table} | Information | <i>Cronbach's alpha</i> | Information |
| 1 | 0,596 | 0,361 | Valid | 0,713 | Valid |
| 2 | 0,535 | 0,361 | Valid | | Valid |
| 3 | 0534 | 0,361 | Valid | | Valid |
| 4 | 0,675 | 0,361 | Valid | | Valid |
| 5 | 0,669 | 0,361 | Valid | | Valid |

From the validity test results for the Pandemic Impact variable, as seen in table 4 that all correlation values are above r_{table} value so that all items are declared valid. For reliability testing using *Cronbach's Alpha* method. From the test results obtained the correlation value of *Cronbach's Alpha* of 0.713 is said to be *reliable*.

Normality Test Results

In the study of normality test using *Kolmogrov Smirnov (K-S)* testing. On the normality test if the value is $asymp.sig. > \alpha 0.05$ can be said that the distribution is normal, on the contrary if $asymp.sig. < \alpha 0.05$ are declared not normally distributed (Riska Nindia Sari, ST. & Wulan Destari Natalia, 2021). From the output results in table 5 shows that the value of *Kolmogrov Smirnov* produces a value of 0.76 with a significance of 0.2 or greater than 0.05 so it can be said that the data is normally distributed.

Table 5. Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|---------------------|
| Unstandardized Residual | | |
| N | | 92 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.73690547 |
| Most Extreme Differences | Absolute | .076 |
| | Positive | .076 |
| | Negative | -.065 |
| Kolmogorov-Smirnov Z | | .076 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.

In figure 2, you can also see the distribution of data on the diagonal source on the normal P-P *graph plot of regression standardized* residual and it can be seen that the dots spread around a diagonal straight line, so the residual value has normalized.

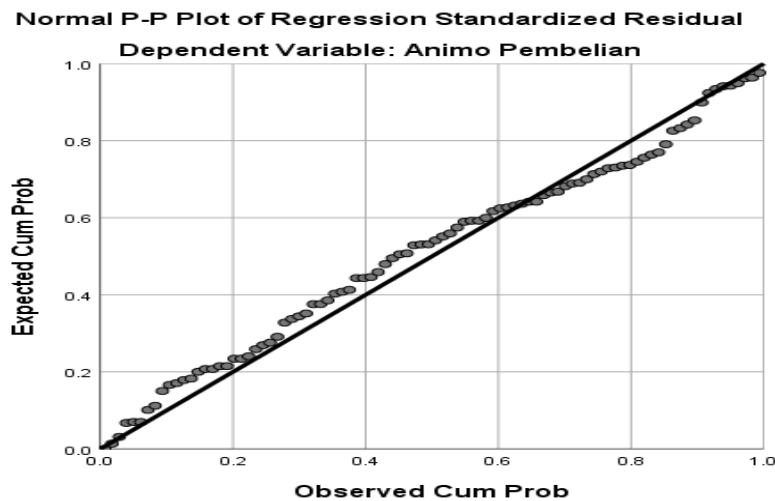


Figure 2. Normal graph P-P plot of regression standardized residual

Multicollinearity Test Results

The criterion for multicollinearity testing is to look at the value of the inflation factor (Value Inflation Factor) in the regression model. Based on Table 6, it shows that the VIF value of the independent variables (pandemic impact and sales strategy) was $1.235 < 10$ and the tolerance of $0.809 > 0.1$ so that there was no multicollinearity in the regression model in this study.

Table 6. Multicollinearity Test Results

| Type | | Coefficients ^a | | | | | Collinearity Statistics | |
|------|-----------------|-----------------------------|-----------|--------------------------|-------|------|-------------------------|-------|
| | | Unstandardized Coefficients | | Standardize Coefficients | | | Tolerance | VIF |
| | | B | Std.Error | Beta | t | Sig. | | |
| 1 | (Constant) | 13.907 | 2.894 | | 4.805 | .000 | | |
| | Pandemic Impact | .114 | .065 | .198 | 1.758 | .082 | .809 | 1.235 |
| | Sales Strategy | .079 | .061 | .145 | 1.291 | .200 | .809 | 1.235 |

a. Dependent Variable: Purchase Interest

Heteroscedasticity Test Results

From the output of SPSS table 7, it was obtained that the significance value of the pandemic impact variable $0.672 > 0.05$ and the signification value of the sales strategy variable $0.172 > 0.05$ can be concluded that there is no heteroscedasticity problem in the regression model.

Table 7. Heteroscedasticity Test Results

| Type | | Coefficients ^a | | | | | Collinearity Statistics | |
|------|------------|-----------------------------|-----------|--------------------------|-------|------|-------------------------|-----|
| | | Unstandardized Coefficients | | Standardize Coefficients | | | Tolerance | VIF |
| | | B | Std.Error | Beta | t | Sig. | | |
| 1 | (Constant) | 2.919 | 1.951 | | 1.497 | .138 | | |

| | | | | | | | | |
|--|-----------------|-------|------|-------|--------|------|------|-------|
| | Pandemic Impact | .018 | .044 | .049 | .424 | .672 | .809 | 1.235 |
| | Sales Strategy | -.057 | .041 | -.160 | -1.376 | .172 | .809 | 1.235 |

a. Dependent Variable: Y

Multiple Regression Analysis

From table 8, multiple linear regression tests obtained their regression equations:

$$\text{Purchase interest} = 15,872 + 0.127 \text{ Pandemic Impact} + 0.165 \text{ Sales strategy} + e$$

The explanation of the equation is as follows:

1. The constant of 15,872 means: if the Pandemic Impact (X_1) and Sales Strategy (X_2) the value is 0, then the Purchase Interest (Y) value is 15,875.
2. The regression coefficient of the Pandemic Impact variable (X_1) of 0.127 means that if other independent variables have a fixed value and the Pandemic Impact (X_1) decreases by 1 unit, then the Purchase Interest (Y) will decrease by 0.127.
3. The regression coefficient of the Sales Strategy variable (X_2) of 0.165 means that if another independent variables has a fixed value and the Sales Strategy (X_2) decreases by 1 unit, then the Purchase Interest (Y) will decrease by 0.165.

Table 8. Multiple Regression Analysis Test Results

| | | Coefficients ^a | | | | |
|------|-----------------|-----------------------------|------------|--------------------------|--------|------|
| Type | | Unstandardized Coefficients | | Standardize Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 15.872 | 1.027 | | 15.448 | .000 |
| | Pandemic Impact | .127 | .039 | .300 | 3.218 | .002 |
| | Sales Strategy | .165 | .041 | .377 | 4.041 | .000 |

a. Dependent Variable: Y

Hypothesis Test

t test has the aim of knowing the magnitude of the influence of each independent variables including the impact of the pandemic and sales strategies with individual (partial) with dependent variables of purchase interest (Jasmi Indra; Donny Indradi & Mananda Setyahadi, 2020). This test can be seen from SPSS based on the sig table. < 0.05 can be said to be varied has a significant influence.

t Test Results (Partial)

From table 9, $t_{\text{calculated}}$ value for the Pandemic Impact variable is 3.218 with a significant rate of 0.002, the Sales Strategy is 4.041 with a significant rate of 0.000. With a free degree of df 1 of (n- k-1) or 92-2-1 = 89 peoples (n is the number of respondents and k is the number of independent variables) and the sig level of $\alpha = 5\%$ then the table t value is 1.990.

Hypothesis Proof can be explained as follows:

1. Based on the research results from the t test for the Pandemic Impact variable (X_1), then $t_{\text{calculated}}$ value > t_{table} then $3.218 > 1.990$ and the significance of $0.002 < 0.05$ so that the Pandemic Impact partially affects and significantly affects the Purchase Interest in the Rezeki Baru.

2. Based on the results of the research from the t test for the Sales Strategy variable (X_2), the calculated $t_{\text{calculated}}$ value $> t_{\text{table}}$, then $4.041 > 1.990$ and the significance of $0.000 < 0.05$ so that the sales strategy partially affects and significantly affects the Purchase Interest in the Rezeki Baru.

Table 9. Test Results t

| Type | | Coefficients ^a | | | | |
|------|-----------------|-----------------------------|------------|--------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardize Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 15.872 | 1.027 | | 15.448 | .000 |
| | Pandemic Impact | .127 | .039 | .300 | 3.218 | .002 |
| | Sales Strategy | .165 | .041 | .377 | 4.041 | .000 |

a. Dependent Variable: Y

F Test Results (Simultaneous)

Based on table 10, it is known $F_{\text{calculated}}$ value is 19.311 with a significant rate of 0.000. Whereas F_{table} with df 2 (n-k) or $92-2 = 90$ (n is the number of respondents and k is the number of independent variables) is 3.10. Therefore, $F_{\text{calculated}} > F_{\text{table}}$ then $19,311 > 3.10$ so it can be stated that the Impact of the Pandemic and Sales Strategy simultaneously affects and significantly affects the Purchase Interest.

Table 10. F Test Results

| Type | | ANOVA ^a | | | | |
|------|------------|--------------------|----|-------------|--------|-------------------|
| | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 15.985 | 2 | 7.992 | 19.311 | .000 ^b |
| | Residual | 36.835 | 89 | .414 | | |
| | Total | 52.820 | 91 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), Sales Strategy, Pandemic Impact

Coefficient of Determination Test Results

The coefficient of determination R is used to measure the percentage of the magnitude of the influence of the two independent variables, namely the Pandemic Impact and Sales Strategy on the dependent variable Purchase Interest. From the measurement results as shown in table 11, the magnitude of R is 0.550 (55 %). This means that the 55% Purchase Interest is influenced by both variables, namely the Pandemic Impact and Sales Strategy. Where the difference is 45% so it is said that there are other factors that affect the Purchase Interest.

Table 11. Coefficient of Determination Test Results

| Model Summary | | | | |
|---------------|---|----------|-------------------|----------------------------|
| Type | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| | | | | |

| | | | | |
|---|-------------------|------|------|------|
| 1 | .550 ^a | .303 | .287 | .643 |
|---|-------------------|------|------|------|

a. Predictors: (Constant), Sales Strategy, Pandemic Impact

b. Dependent Variable: Y

DISCUSSION

So the research I did was limited to independent variables, namely the impact of the pandemic and promotional sales strategies that were limited by Personal Selling, Direct Marketing, and dependent variables by Purchase Interest. The research was conducted at the Rezeki Baru. The results of the research conducted showed that the impact of the pandemic sales strategy had a significant effect on purchase interest at the Rezeki Baru. With the t test for the Sales Strategy variable, the $t_{\text{calculated}}$ value $> t_{\text{table}}$ then $4.041 > 1.990$ and the significance of $0.000 < 0.05$ so that the sales strategy partially affects and significantly affects the Purchase Interest in the Rezeki Baru.

The results of data analysis from previous research showed the same thing, namely direct selling of nonrepetitive person to person selling variables and party plans variables partially had a significant effect on buying interest in PT Surya Sentosa Primatama Daihatsu Jambi products. With the t test, direct selling of nonrepetitive person to person selling variables, namely the $t_{\text{calculated}}$ value $> t_{\text{table}}$, then $3.806 > 1.661$ and the significance of $0.000 < 0.05$ and the party plans variable is the value of $t_{\text{counting}} > t_{\text{table}}$ then $6.231 > 1.661$ and significance $0.000 < 0.05$ so that it partially affects the buying interest in PT Surya Sentosa Primatama Daihatsu Jambi products. So it can be said that the sales strategy can affect people's buying interest. For the store, it is necessary to pay attention to the most effective communication strategy in dealing with customers in making purchases.

CONCLUSION

Based on the results of the calculation of the t test (partial), the conclusion of the Pandemic Impact variable and Sales Strategy has a partial and significant effect on Purchase Interest at Rezeki Baru. The results of the F test (simultaneously) also proved that the variables of Pandemic Impact and Sales Strategy had a significant effect on Purchase Interest at Rezeki Baru. From the results of the coefficient of determination, it shows that 55% Purchase Interest is influenced by two variables, namely pandemic impact and sales strategy. Where the difference is 45% so it is said that there are other factors that affect the Purchase Interest. So it can be concluded that the Impact of the Pandemic has a very influential influence on the decrease in people's purchase interest in Rezeki Baru, the higher the level of the Pandemic Impact, the higher the value of the influence on the Purchase Interest. Therefore, Rezeki Baru must improve its Sales Strategy and implement other promotions such as advertising in order to increase Purchase Interest.

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