
Personal Selling Implementation and AIDA Model; Attention, Interest, Desire, Action

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ABSTRACT

Purpose: This study aims to determine consumer responses to the application of personal selling strategies applied by CV. Malcone in Sidoarjo, knowing the causes of consumers to make purchasing decisions, and knowing what actions are taken to keep consumers loyal to CV. Malcone.

Design/methodology/approach: Qualitative methods and purposive sampling data collection techniques were used in this study and research data information was obtained from 8 (eight) informants who were consumers of CV. Malcone in Sidoarjo. Informants were selected according to certain criteria determined by the researcher.

Findings: Research resulting that indicators of attention, interest, desire and action will be equipped the personal selling strategy. The guidelines for product marketing using the AIDA (Attention, Interest, Desire and Action) model which is in the personal selling process are applied by CV. Malcone

Research limitations/implications: The majority of informants who met the criteria chose this product to be used as their outdoor equipment rental business. another limitation is that there is no implementation of personal selling strategies for potential customers who are in areas outside the island of Java.

Practical implications: Several implications that can be applied in the strategy that has been implemented by CV. Malcone.

Originality/value: The paper is original research.

Paper type: Research paper

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I. INTRODUCTION

Micro, Small and Medium Enterprises (“MSMEs”) are productive businesses kinds that are established and run by personals or business entities in all economic fields (Tambunan, 2012). The position of MSMEs has a strategic and significant position. This situation is most likely due to the MSMEs existence, quite dominant in the Indonesian economy where there are many industries in various fields of the economy, the ability to absorb a strong workforce, and the dominant contribution of MSMEs in the process of forming Gross Domestic Product (GDP). Another reason is that MSMEs have advantages in the use of natural resources and are labor intensive, especially in the agricultural sector such as plantation food crops, fisheries, livestock, trade, and restaurants.

The MSME business in the trade sector is very diverse, one example is the outdoor equipment business. This business opportunity can be said to be a very good idea and never goes out. This is supported by the increasing number of nature lovers. These various groups come from universities, schools, and the public. These people do activities that are not only motivated by exploring the mountains, but also various other outdoor activities such as rafting, caving, and rock climbing. Of course, various special equipment is needed in this activity. The increase in market share also has an impact on increasing demand.

The more business opportunity spreading widely, the more competitors appeared. The aim of these businessmen is of course to take advantage of the opportunities that exist, but on the other hand they definitely want to promote their superior local products in their own country. If they are lucky, they also hope to be known

internationally. Starting a business like this is not easy. With so many competitors, every businessman is required to show skills trade. The first step used is of course done with direct sales. Personal selling strategies require developing relationships among consumers, identifying and communicating consumer needs, and coordinating items according to requirements (Waithaka, 2014). Product marketing aimed directly at consumers face to face. This is conducted making the marketers understand regarding to the characteristics of potential customers. This strategy is common when starting a new business.

CV. Malcone is one of the MSMEs located in Sidoarjo, East Java with a business engaged in the manufacture and distributor of equipment outdoors. This company produces camping tent products and sells other equipment by prioritizing quality but at an affordable price. The selected materials are imported from other countries. The combination used between domestic materials and materials from abroad. The effectiveness of the personal selling strategy with the application of the AIDA model (Attention, Interest, Desire and Action) where this method is very popular in marketing activities and of course has been applied to the CV. Malcone. AIDA itself means a marketing strategy that identifies each cognitive stage that people go through when buying a product or service. This marketing strategy will explain how the buyer or consumer has gone through several stages of the process before finally making a purchase. Given this way allows communication between marketers and consumers to run effectively.

Previous research related to the topic of personal selling and AIDA has been carried out by several researchers. This indicates that the personal selling strategy with the AIDA method is very appropriate to be used as a strategy in marketing communications.

This previous research on Personal Selling and AIDA was conducted by Susanto (2020) with the aim of explaining the personal selling strategy of mortgage products at BCA KCU Thamrin. This study uses a qualitative approach with constructivism paradigm by conducting interviews with three people as important informants. The personal selling strategy implementation is carried out according to the AIDA stages. The study results indicate regarding the level of mastery of product knowledge and persuasive communication determines the high level of customer satisfaction of BCA KCU Thamrin based on the use of personal selling strategies.

Further research related to Personal Selling and AIDA is research conducted by Amelia et al., (2015) with the topic of consumer response to personal selling strategies through sales promotion girl smartphones Samsung in the city of Bandung. Quantitative descriptive research using multiple linear regression analysis techniques and incidental sampling technique methods are used in this study. Sampling is respondents who use Samsung smartphones in the city of Bandung. The results showed that the personal selling strategy used was in the position of 77.05% and the consumer response variable with AIDA as a benchmark had a significant effect on the personal selling strategy of 63.4%.

Other research related to Personal Selling and AIDA is research conducted by Dellamita, (2014) with the topic of research, namely the personal selling application increasing sales of PT Adira Quantum Multifinance POS Dieng Computer Square Malang. The type of research used is descriptive method by conducting interviews, observations and documentation. The study results indicate that the personal selling strategy as one of the right communication media. PT Adira Quantum Multifinance POS Dieng Computer Square Malang implements the AIDA strategy and has a good level of effectiveness by implementing this strategy.

These previous studies were used as a reference by the authors in this study. The purpose is to determine consumer responses to the implementation of personal selling strategies applied by CV. Malcone in Sidoarjo, knowing the causes of consumers to make purchasing decisions, and knowing what actions are taken to keep consumers loyal to CV. Malcone. The study results expected that the act of persuasive communication, product mastery, product promotion, and responsiveness of each indicator of the AIDA model affect consumer satisfaction.

II. THEORETICAL FRAMEWORK

A. Personal Selling

According to Kotler & Armstrong (2014), personal selling is a buying and selling process that includes the relationship between individuals and potential customers or consumers with the aim of making transactions and maintaining interactions with consumers. According to Hasan & SE (2014), personal selling is a direct demonstration with one or more prospective customers with the intention of making a sale. Personal selling is communication between individuals by facing each other, conducting demonstrations, and a question and answer process to create profits between both parties (Nashih, 2018).

From the explanation above, it can be concluded that personal selling is direct communication or interaction between individuals and consumers and potential customers by conducting demonstrations in order to create profits. Direct communication tends to be more adaptive.

Personal selling strategies accomplished when company employees are involved in persuading or influencing consumers to reach an agreement, providing detailed information needed to solve customer problems and encouraging marketers to follow consumer trends (Cheserem, 2016). Likewise, Ondieki et al., (2014) explain related to system of personal selling strategy which is a special or distinctive technique used by any organization, especially financial institutions where companies market their products by selling them as packages, not separately which allows selling in large quantities. According to Auka et al., (2013), Companies use personal selling strategies to convince consumers to consume certain products and therefore product characteristics should be in a right part to meet the potential consumers needed (Oketch, 2014). In the personal selling stage, it requires an attractive presentation in promoting a product (Listyawati, 2016), so it is not only maintaining good relations between marketers and potential consumers.

According to Tapera & Gororo (2013), it is shown that in a consultative strategy of personal selling, marketers has tight relation with consumers, understanding the consumer's problems trying to solve. Therefore, marketers try to help in solving problems. Personal selling generates creative offerings and enhances organizational image well for consumers and is still a strategic factor and the most important achievement in advanced marketing promotion in the Philippines (Ocon & Alvarez, 2014).

B. AIDA Models

The AIDA theory (Attention, Interest, Desire and Action) was put forward by the American entrepreneur, Elmo Lewis in 1898 (Javan et al., 2018). Lewis argues that advertising is very important to maximize company profits, especially the interaction between sellers and buyers about the product (Lee et al., 2018). In addition, Lewis argues that the product must attract the attention of consumers and consumers must be enthusiastic about the product. Furthermore, when the benefits of a product are shown, convincing consumers to want to have the product and leading to a purchase action is the responsibility of the seller or marketer (Ullal & Hawaldar, 2018). The AIDA model builds positive and noteworthy relationships by increasing customer interest and satisfaction through product promotion.

According to Kusniadji (2016), the personal selling process as a marketing communication activity goes through several stages as follows:

1. Attention

Messages that attract consumers' attention will continue to be remembered, recognized and appreciated by consumers. Giving special or general attention has impacted on the sympathy and acceptance of consumers regarding for all kinds exhibited by marketers. Attention placed is the main target to influencing consumer's interest buying.

2. Interest

The influencing attention process to increasing consumer interest deeply regarding the features of the product or service demonstrated. The emergence of consumer interest means that the message or information conveyed by marketers causes further curiosity feelings.

3. Desire

The ability to impress consumers with products or services demonstrated by marketers. Convincing consumers that everything demonstrated is in accordance with the best needs and choices. The sense of belonging grows in consumers. This desire is related to the motives or motivations of consumers to plan purchasing a products or services.

4. Action

If the desire feeling is very dominant, either because of instinct or persuasive stimulation, then consumers tend to buy the product or service being demonstrated. The consumer's desire underlined the purchase decision.

III. RESEARCH METHODS

Qualitative descriptive method used in this research. The data collection techniques conducted through interviews, observations and documentation to obtain information about the opinions, perceptions and ideas of the informants. Data collection techniques are carried out on the basis of technical purposive sampling. Sugiyono (2016) stated, purposive sampling is one of sampling technique determined certain reasons. With this technique, informants are determined by the selection stage of certain criteria based on the objectives of the researcher. The reason using purposive sampling technique is because not all consumers of CV. Malcone gets direct personal selling treatment and only certain consumers get special offers from the company's strategy. The criteria for informants are as follows:

1. Distributor of Malcone products
2. Has been a Malcone distributor for more than 3 (three) years

3. Routine purchase transactions every month

4. Over 25 years old

Informant data that meets the criteria of the study described table below:

Table 1 - Research Informant Data

<i>No.</i>	<i>Name</i>	<i>Domicile</i>	<i>Age</i>	<i>Profession</i>
1	Agus	Sidoarjo	40	Self-employed
2	Hilmi Maulana	Sidoarjo	26	Self-employed
3	Jangkar	Jember	26	Self-employed
4	M. Munir	Surabaya	35	Self-employed
5	Harry Norma	Yogyakarta	33	General employees
6	Septian	Jember	31	Self-employed
7	Trinovi	Surabaya	28	General employees
8	Sukimin	Sidoarjo	45	Self-employed

Source : Data processed by the author, 2022

IV. RESULTS AND DISCUSSION

The guidelines for product marketing using the AIDA Model implemented to the personal selling process by CV. Malcone. The results of the research obtained from informants, should be described as follows:

A. Attention

Consumer attention is the most important thing in the process of marketing activities. The initial approach starts with delivering an interesting message. The choice of words, interactions, and attitudes shown first could get consumer's sympathy or attention. This things has been applied by Malcone as the first condition in influencing purchasing decisions. The research results obtained, several informants thought they knew Malcone products through an outdoor event held at East Java Expo Surabaya. While the majority of informants know Malcone products from marketers directly (personal selling). In line interview result with Jangkar, he said: "*I first learned about Malcone's products through partners and Malcone marketing*".

Social interactions and attitudes shown towards consumers must go in balance in order to achieve the attention stage goals. Two-way communication between marketers and consumers is very influential in the personal selling process. This is in line with all the informants think that the interaction and attitude of marketers with consumers is very good. As the opinion of Septian who stated: "*The interaction is quite good, responsive, willing to listen and consider my suggestions. For a good attitude, there is no problem.*"

Actions in this stage, the marketers of CV Malcone makes approaches to potential customers. Conduct product introductions by visiting potential customers' offline stores or stores which is customer prospective target having similar business with CV. Malcone. But there is difference part, CV. Malcone is a tent maker, while potential customers are only distributors. Furthermore, marketers provide brochures and some general introduction in advance regarding to the products being demonstrated. Using attractive words, polite and unimpressive attitude forces consumers to buy this product. Besides CV. Malcone also participated in an outdoor event in Surabaya, this is intended so that everyone knows in advance what Malcone is and what products are marketed.

Implementation attention stage, could be showed in a summary table below:

Table 2 - Attention Indicators

<i>Description</i>	<i>Interpretation</i>
<i>Product introduction</i>	<i>Product introduction through personal selling and outdoor events</i>
<i>Interaction</i>	<i>Selection of appropriate words, two-way communication, open to each other, and quick to respond</i>
<i>Attitude</i>	<i>Demonstrating a friendly attitude, courtesy, and without coercion to consumers</i>

Source: Kusniadji (2016)

B. Interest

The interview result could be seen a summary of the indicators made in the table below, in order to make information easy understood:

Table 3 - Interest indicators

<i>Description</i>	<i>Interpretation</i>
<i>Product Information</i>	<i>Detailed explanation on each product</i>
<i>Promotion</i>	<i>Special promotions are given to distributors and the discount percentage is adjusted to the quantity purchased</i>
<i>Need</i>	<i>Creating multifunctional products, could be used in various brands</i>

Source: Kusniadji (2016)

Interview results obtained, only two informants argued that information delivered during direct sales was lacking in detail. In addition, the strategy to attract consumers to buy Malcone products fully attention in promotions side. For example, giving special discounts or sloping prices from the selling price. Opportunities like this are only given to consumers who are marketers' choices by taking into account various aspects.

The products offered by marketers are easily accepted by all consumers, especially the informants used for this research. All informants thought that the product was in line with their needs. As Septian's opinion : "The product is in inline with the needs but there must be improvement. Like a plain tarpaulin without any trace of the tarpaulin brand itself." The reason is because the majority of informants have businesses engaged in the rental of outdoor equipment.

Actions in this stage, the marketer provides further explanation when potential customers questioned. This is very important, meaning that the message or brochure conveyed creates a curiosity feeling, wants to hear or even want to see more about the products offered. The majority of potential consumers are more interested in camping tent products. There are only five types of tents produced (snile tents, savanna tents, one green tents, one way tents and ort win tents). There are only two sizes of tents (capacity of two to three people and capacity of four to five people) and available only for limited colors (red, green, blue and orange). Marketers try to persuade the existing specifications to meet consumer needs. Marketers also offer several discounts according to the quantity at purchasing time.

C. Desire

During the personal selling process, marketers try to impress consumers with the Malcone products being exhibited. Provide a more detailed explanation of the product being exhibited. Desiring to owned Malcone products. Responses view of informants, four informants have a desire to buy a product when submitting an offer. However, the other four informants argued that conditions their benchmark. This is in line with Sukimin’s opinions who said: "There is a desire to buy when market demand increasing". If market demand increases and the price budget in line, the informant will definitely accept and buy the products offered.

When potential customers provide further favorable responses, the marketers of CV Malcone tries to provide the advantages existing in product. For example, the best material used (polyester 210T ripstop) that is not available in Indonesia, imported from China. Therefore, marketers try to impress their potential customers. The summarizes indicator presentation in the table below:

Table 4 - Desire Indicators

<i>Description</i>	<i>Interpretation</i>
<i>Purchase Plan</i>	<i>Provide a more detailed explanation of the advantages of the exhibited product compared to other products.</i>
<i>Persuasive communication</i>	<i>Convincing consumers that the product meets their needs</i>

Source: Kusniadji (2016)

D. Action

Action is the final determination stage of the personal selling process equipped AIDA model. Consumers will decide whether they agree and are willing to choose the product demonstrated Malcone’s product. Seven informants argued that there were several benchmarks that made them arrive at this stage. Compatible prices, good product quality and promoting local products that are not inferior to other products. As Trinovi’s opinion: “The prices are quite cheap and the quality is not inferior to others. That’s the reason I chose this product.”

The marketers has responsibilities to the consumers who in this stage. Continuing communication, even though consumers have got what they need and what they want. Both under controlled conditions and problems occur. All the informants gave their opinion that the marketer's communication was very good. This is in accordance with informant Norma Hary, he expressed opinions such as: "Sellers provide quick and solution responses when there are complaints and communication continues even though the store is on holiday".

Actions, the last stage, strong-willed potential customers must survive until the last stage and they make the purchase stage. The marketer of CV Malcone makes the payment process easier, it can be done by scanning a QR code, bank transfer, or payment by cash. Even shipping is made easier, it could be by online drivers, expeditions or taken by consumers themselves. In addition, marketers provide solutions when problems occur, provide fast responses and even communicate when the store is on holiday or outside working hours. At the end of the closing, the marketer also provides a special offer, namely payment can be made with a payment due. But with the conditions that have been made by the company. This action is done so that in the future, consumers can make repeat purchases of the products they want.

Table 5 - Action Indicators

<i>Description</i>	<i>Interpretation</i>
<i>Buyer's decision</i>	<i>Providing the best quality at an affordable price</i>
<i>Communication in discussion</i>	<i>Solutions to control problems in the future and provide a fast response</i>

Source: Kusniadji (2016)

V. CONCLUSION

A. Conclusion

The research concludes personal selling is an effective marketing communication strategy. CV. Malcone as one of the SMEs in Sidoarjo applies this personal selling using the AIDA model as a reference. Where attention relates to how marketers attract consumers' attention, interest relates to what makes consumers interested in the message conveyed by marketers, desire relates to the growth of consumer motives or motivations for the product being exhibited, and action relates to what is the benchmark for a consumer to take decision to buy.

B. Implication

From this research, several implications that can be applied in the strategy that has been implemented by CV. Malcone.

Table 6 - Implications Indicators

<i>Indicator</i>	<i>Implication</i>
<i>Attention</i>	<i>Product introduction to potential consumers by bringing the product on display is useful so that potential consumers understand the message conveyed.</i>
	<i>Holding gatherings with all potential customers with the intention of introducing new products.</i>
<i>Interest</i>	<i>The appearance of a catalog or brochure is made as attractive as possible, choosing colors that match the catalog.</i>
	<i>Upgrade the color, model and size of the Malcone tent product. Such as yellow, black, etc. Make another model, and make a size for a larger capacity.</i>
<i>Desire</i>	<i>Offer rewards or bonuses to consumers when the terms and conditions submitted by CV. Malcone filled at time of purchase</i>
<i>Action</i>	<i>Facilitate with a question and answer system when the store is offline</i>

C. Limitations

In this study, the limitations from the informant's point of view lie in the purpose or interest in purchasing the product being studied. The majority of informants who met the criteria chose this product to be used as their outdoor equipment rental business. The small number of purposes in purchasing products to be traded or resold to their consumers causes unbalanced research. In addition, another limitation is that there is no implementation of personal selling strategies for potential customers who are in areas outside the island of Java. The author hopes that this can be a reference or reference in further research on similar topics.

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