

Personal Selling and Marketing Communication Analysis through Consumer Purchase Decisions on the Marketing Effectiveness of Manado Grill House Restaurant during the Covid-19 Pandemic

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Abstract

analyze purchasing decisions that affect the effectiveness of Grill House marketing during the covid 19 pandemic. The results show that Personal Selling (X1) has a significant effect on purchasing decisions (Y1) with a significance value of $0.000 < 0.05$ and a t value of $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions. The results showed that Personal Selling (X1) had a significant effect on Purchase Decisions (Y1) with a significance value of $0.000 < 0.05$ and a t value of $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions. 05 and the t value is $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions. The results showed that Personal Selling (X1) had a significant effect on Purchase Decisions (Y1) with a significance value of $0.000 < 0.05$ and a t value of $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions. 05 and the t value is $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions. The results showed that Personal Selling (X1) had a significant effect on Purchase Decisions (Y1) with a significance value of $0.000 < 0.05$ and a t value of $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions. Personal Selling (X1), Marketing Communication (X2) on the Purchase Decision variable (Y1) has a strong correlation effect on the number 0.684. The results showed that Personal Selling (X1) had a significant effect on Marketing Effectiveness (Y2) with a significance value of $0.238 > 0.05$ and a t value of $2.787 > 1.984$. Marketing Communication (X2) has a significant effect on Marketing Effectiveness (Y2) with a significance value of $0.412 > 0.05$ and a t value of $5.326 > 1.984$. personal selling, marketing communication and purchasing decisions on the effectiveness of marketing is .0.816.

Keywords: *Personal Selling, Marketing Communication, Purchase Decision, Effectiveness.*

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Marketing Communication (X2) has a significant effect on Marketing Effectiveness (Y2) with a path coefficient of 0.298 and a significance value of $0.000 < 0.05$ and a t value of $3.715 > 1984$.

Introduction

The COVID-19 pandemic has had a negative impact on MSMEs. According to the release of the Katadata Insight Center (KIC), the majority of MSMEs (82.9%) felt the negative impact of this pandemic and only a small portion (5.9%) experienced positive growth. Survey results from several institutions (BPS, Bappenas, and the World Bank) show that this pandemic has caused many MSMEs to have difficulty paying off loans and paying electricity, gas and employee salaries. Some of them had to do layoffs. Other obstacles faced by MSMEs include difficulty in obtaining raw materials, capital, declining customers, distribution and production delays. The Covid-19 pandemic has changed Consumer Behavior and the Map of Business Competition, which business actors need to anticipate due to activity restrictions. Consumers do more activities at home by utilizing digital technology. Meanwhile, the changing industrial landscape and the new competition map are marked by four business characteristics, namely Hygiene, Low-Touch, Less-Crowd, and Low-Mobility. Companies that are successful in the pandemic era are companies that can adapt to these 4 characteristics. That way, business actors including MSMEs need to innovate in producing goods and services in accordance with market needs. They can also develop various new business ideas that can also contribute to solving the socio-economic problems of the community due to the impact of the pandemic (social entrepreneurship). The government also continues to encourage MSME players to be on board to digital platforms through the Proudly Made in Indonesia National Movement Program (Gernas BBI), where until the end of 2020 there were already 11.7 million MSMEs on boarding. It is hoped that by 2030, the number of MSMEs that go digital will reach 30 million. In addition, the Government also encourages the expansion of Indonesian product exports through ASEAN Online Sale Day (AOSD) activities in 2020. Of the 64.19 million MSMEs in Indonesia, 64.13 million are still MSEs who are still in the informal sector, so it is necessary to encourage them to transition to the formal sector. Indonesia also still has complicated licensing problems with many central and regional regulations or hyper-regulations governing licensing in various sectors that cause disharmony, overlap, non-operational and sectoral. Therefore, the Government is trying to accommodate this through the preparation of the Job Creation Law which was ratified in 2020. One of the substances regulated in the Job Creation Law is about the convenience, protection, and empowerment of MSMEs. The government hopes that through the Job Creation Law, MSMEs can continue to develop and be competitive. One strategy that is quite successful in boosting economic recovery comes from social assistance. This assistance is able to maintain the level of poverty and household consumption of the lower class. Social assistance disbursement from the central and local governments is able to suppress the poverty level so that it does not soar too high even though there is still an increase. Broadly speaking, the economic growth in the second quarter of 2021 made the Indonesian economy return to positive numbers. Since 2020, Indonesia has entered a recession due to minus economic growth for 4 consecutive quarters. In the first quarter of 2021, economic growth was at -0.74 percent, still better than the second quarter of 2020 which recorded the deepest contraction of -5.32 percent. Public confidence to resume consumption was also boosted by vaccination and implementation of protocols.health. These two things are believed to make people's mobility gradually return to

normal in some activities, although with restrictions. Spatially, this growth is supported by economic growth in Java. Java Island's share of Gross Domestic Product (GDP) is the largest, at 57.92 percent. Sumatra region has the second largest share after Java Island with a share of GDP of 21.73 percent. As for economic growth in each region, the Maluku and Papua regions recorded the highest growth, which was 8.75 percent. "This is good news that we must convey to foster optimism and public confidence. even grew to 7.07 percent thanks to our hard work together," said the Minister of Communications and Information Technology, Johnny hopes that this achievement can trigger economic recovery and other social life after the Covid-19 pandemic. Data shows that various business sectors have shown growth to a positive path. What was originally slumped has gradually recovered. Hopefully, in the future, the national economic recovery will go well. (Tempo.co. Indonesia's Economic Growth in the Highest Quarter II-2021 Since 17 Years. Saturday, August 7, 2021 09:00 WIB)

Table 1.1. Indonesia's National Economic Growth

Year	Percentage
2016	5.02%
2017	5.07%
2018	5.17%
2019	5.02%
2020	2.07%

Source BPS 2021

The Central Statistics Agency (BPS) reports economic growth Indonesia reached 5.02 percent in 2016. This figure is higher than 2015 which was corrected by 4.88 percent. Likewise, the realization of this growth is also higher than 2014 which was 5.01 percent, although it is still lower than 2013 which was in the position of 5.56 percent. As for the fourth quarter of 2016, economic growth reached 4.94 percent. This is lower than the previous quarter which was 5.02 percent. Also lower than the economic rate of the fourth quarter of 2015 which was 5.04 percent. Indonesia's economic growth in the first quarter of 2017 was at 5.01 percent or higher than the growth in the first quarter of 2016 in the range of 4.92 percent. This figure is also higher than the growth in the fourth quarter of 2016 which was 4.94 percent. Indonesia's economic growth throughout 2018 reached 5.17 percent. Meanwhile, in 2019, the realization of economic growth last year was quite far below the 2018 achievement of 5.02 percent. Indonesia's economic growth in 2020 is 2.07 percent.

Table 1.2. MSMEs in Indonesia

Year	Number of SMEs
2016	61.700.000
2017	62.900.000
2018	64.200.000
2019	65,471,000
2020	64.700.000

Source BPS 2021

In 2016, there were 61.7 million MSMEs in Indonesia. The number continues to increase, in 2017, the number of MSMEs reached 62.9 million and in 2018, the number of MSMEs reached 64.2 million, in 2019 as many as 65.4 million, 2020 64.7 million until 2021 the number

continues to increase. In sector Micro, small and medium enterprises contribute greatly to the economy in Indonesia. Number of perpetrators MSME nationally by 64 million people. Where 98 percent of them are micro-enterprises, also contributing about 61 percent of the GDP Indonesia in 2018. There are 97 percent of workers in Indonesia who also work in the sector MSME. However, 50 percent of the sector MSME are still included in the informal sector, making them fall into the vulnerable category. This was revealed by United Nations Development Program (UNDP) economist Rima Prama Artha online, saying "The three main sectors in Indonesia are agriculture, trade and retail, and food and beverage accommodation,". With the Covid-19, this impact also has an impact on the sector MSME, good from the sidereque stand offer. This is what makes UNDP Indonesia see how the real impact is Covid-19. With a sample of more than 1,100 MSMEs spread across 15 provinces. As many as 60 percent of them come from the island of Java, and 40 percent are outside Java. This survey was conducted in August 2020. From the side offer, 40 percent of MSME stated that they had difficulty getting to the market. As many as 75 percent of them also said they had difficulty getting raw materials. The impact of rising prices. "From the siderequest, MSME find it difficult because people's purchasing power is still low,". In terms of gender, there are differences between actors MSME. Women expressed difficulty in paying debts. Meanwhile, male owners have more difficulty paying fixed costs such as rent. The majority of MSMEs also feel the negative impact in terms of sales turnover, assets, to the reduction of employees. In terms of production, a quarter MSME it states that they adapt by modifying the product being sold. Selling items needed during the Corona pandemic. From a financial point of view, MSME greatly reduce operational costs, including reductions in electricity, water, and others. In addition to financial assistance, the majority of MSMEs expect assistance for market access. Because they think, if there is financial assistance, it means they have to increase production. "But if it is not assisted with distribution, the assistance will not be very effective,". Culinary business is a promising business in Manado City. The income of business people can be said to be fantastic. No wonder nowadays various restaurants are mushrooming in every corner of Manado City. Arya Putra, owner of the Arya Putra Lamongan Restaurant located on Jalan Boulevard Manado. He has been in this business for a year. In 2005, he moved from Lamongan to Manado with his brother. They then sell street food using a cart. Then, Arya took the initiative to open her own business. A year ago, the journey of the Arya Putra Lamongan Restaurant began. This restaurant is open every day from four in the afternoon to three in the morning. This restaurant employs four people. The average income per day reaches Rp. 2 million, when it is crowded like a weekend it can reach Rp. 4 million. Another confession came from Ivandry Matu, owner of Ocean27 Restaurant located on the edge of Malalayang Beach. This restaurant serves a variety of grilled fish mixed with Manado specialties. There are also other menus. Ivandry has been in this business for a long time. This restaurant is open Monday to Saturday from ten in the morning to ten in the evening. For Sundays and holidays not open. According to Ivan, the culinary business in Manado is very promising. "Style The journey of the Arya Putra Lamongan Restaurant begins. This restaurant is open every day from four in the afternoon to three in the morning. This restaurant employs four people. The average income per day reaches Rp. 2 million, when it is crowded like a weekend it can reach Rp. 4 million. Another confession came from Ivandry Matu, owner of Ocean27 Restaurant located on the edge of Malalayang Beach. This restaurant serves a variety of grilled fish mixed with Manado specialties. There are also other menus. Ivandry has been in this business for a long time. This restaurant is open Monday to Saturday from ten in the morning to ten in the evening. For Sundays and holidays not open. According to Ivan, the culinary business

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people come up to come up with bright ideas in terms of cooking. Manado, which is heading to the Ecotourism Model City with the rapid development of tourism, invites many tourists to visit. The number of tourists who enter Manado is very large and they definitely need to eat. Those who like to travel most only eat breakfast at the hotel, the rest outside. The service is very important and he appealed to all restaurants in Manado to provide good service. Many restaurants bring in waiters from outside Manado, because of their politeness. If the Manadonese sometimes the service is not satisfactory, especially in terms of attitude. There needs to be an increase in ethics in serving customers. Frankie sees that the opportunities and prospects for the culinary business in Manado are very bright. We already have potential just how to process it. The important thing is that the food served is delicious and healthy, don't hesitate to do culinary business. Especially for Manado specialties. (The Culinary Business in Manado Will Never Dim, <https://manado.tribunnews.com/2013/08/17/bisnis-kuliner-di-manado-taker-never-redup>). Grill House Manado is a Korean barbecue-style restaurant founded in May 2020 in Manado when the COVID-19 pandemic has only been confirmed in Indonesia for a few months. When the Manado Grill House first operated, it only served home service, namely consumers only ordered by phone, WA or DM on Instagram and delivered to consumers' homes. In December 2020, the Manado Grill House restaurant accepted consumers to be able to eat on the spot. The menu provided has a variety of meats, including: Pork belly, Ham, chicken, beef, shrimp, tuna, squid etc. This food menu is provided in raw form and has been seasoned with Korean-style chili sauce which is equipped with tools that have been provided, including portable gas stoves, pans, chopsticks, plates etc. The revenue growth of Grill House Manado every month, starting from May 2020 to May 2021, is very promising and shows that during the Covid-19 pandemic there was an increase and decrease in income. There are several grill or barbecue restaurants that were opened during the covid-19 pandemic in the city of Manado such as HogWorth, Manado BBQ and Gangnam Korea bbq. Purchasing decisions are things that consumers will do when consumers know about a product so that consumers decide to buy. Marketing communication can also be expressed as a communication activity aimed at conveying messages to consumers and customers by using a number of media and various channels that can be used with the expectation three stages of change, namely: knowledge change, attitude change, and desired action changes. Marketing communication is an activity that seeks to disseminate information, influence/persuade, or remind the target market that the company and its products are willing to accept, buy, and be loyal to the products offered by the company concerned (Tjiptono, 2008: 219). The decision to buy a product in the consumer does not just happen, but requires a process. The decision-making process to buy a product starts from problem identification, information search, evaluation of several alternatives, which will then create a purchase decision and the formation of post-purchase behavior. According to Schiffman and Kanuk (2002: 437) the purchase decision is a person's decision where he chooses one of several alternative options available. Purchasing decisions according to Kotler & Keller (2016) are part of consumer behavior about how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires. According to Kotler (2008: 183), there are several factors that influence purchasing decisions, namely: cultural factors, social factors, personal factors, and psychological factors. Grill House Manado conducts personal selling activities in the form of sales presentations by marketing. Sales presentation activities carried out by the Manado Grill House electronically are via telephone, internet, social media or visits from customers (Kotler and Armstrong, 2008: 187). The following is a picture or chart of personal selling activities carried out by Grill House Manado in the midst of the covid-

19 pandemic. The sales presentation made by Grill House Manado during the covid-19 pandemic aims to build direct relationships and interactions with end users. The information conveyed is in the form of sales promotion activities carried out, namely promo offers and home service. Sales presentations were made in Manado City and its surroundings such as Tomohon City, Airmadidi, Tondano and Eastern Minahasa. Personal selling is a form of communication between individuals in which salespeople inform, educate, and persuade potential buyers to buy the company's products or services (Shimp 2003). Personal selling is a promotional tool that is verbal in nature, either to one person or more prospective buyers with the intention of creating a purchase transaction that is mutually beneficial for both parties. by using humans as a promotional tool. The results of Purbawa, Sujana & Zukhri's research (2017) show that employee performance through personal selling is calculated as an effectiveness of 81.2%, meaning that it is very effective. For the analysis of the effectiveness of personal selling per month for one year, it shows that in January, February, March, April, and May sales have been effective and in June, July, August, September, October, November, and December sales are very effective. Thus this research supports the role of personal selling in company sales. Bimantara's research (2020) shows that (1) the personal selling communication process carried out by sales of PT. Unimex Power Distributor of Kuningan branch in product marketing plays an important role in the success rate of product marketing. The results of the analysis of the marketing promotion mix with personal selling on the level of sales of Bio7 herbal products show a very good achievement. (2) In the implementation of a marketing activity, companies are often faced with internal and external problems, obstacles from the personal selling marketing mix carried out by sales to consumers, namely, the lack of promotional activities in marketing products offered directly. Based on the background and phenomena described, the authors are interested in conducting research on "Personal Selling Analysis and Marketing Communication Through Consumer Purchase Decisions on the Marketing Effectiveness of Manado Grill House During the Covid-19 Pandemic". Companies are often faced with problems that are internal and external, obstacles from the personal selling marketing mix carried out by sales to consumers, namely, the lack of promotional activities in marketing products offered directly. Based on the background and phenomena described, the authors are interested in conducting research on "Personal Selling Analysis and Marketing Communication Through Consumer Purchase Decisions on the Marketing Effectiveness of Manado Grill House During the Covid-19 Pandemic". Companies are often faced with problems that are internal and external, obstacles from the personal selling marketing mix carried out by sales to consumers, namely, the lack of promotional activities in marketing products offered directly. Based on the background and phenomena described, the authors are interested in conducting research on "Personal Selling Analysis and Marketing Communication Through Consumer Purchase Decisions on the Marketing Effectiveness of Manado Grill House During the Covid-19 Pandemic".

Marketing Theory The definition of marketing according to terminology, comes from the word "market" which means the place where buying and selling transactions occur or where sellers and buyers meet. Due to the dynamics of society and economic pressure, the term "marketing" is known which means carrying out an activity of selling and buying a product or service, based on an interest or desire to buy and sell. The basis of this understanding gave birth to the marketing theory put forward by Kotler, as a market theory. Kotler further limits that market theory has two dimensions, namely the social dimension and the economic dimension. 1 The social dimension is the occurrence of consensual transaction activities. And the economic dimension, namely the occurrence of profits from transaction activities that provide mutual satisfaction. According to

Kotler and Keller (2009), "Marketing is one of the main activities that need to be carried out by companies, whether goods or services companies in an effort to maintain the viability of their business." Meanwhile, according to Tjiptono and Chandra (2012), "Marketing means individual activities directed at meeting wants and needs through barter." Marketing means determining and meeting human and social needs with the intention of satisfying human needs and wants, so it can be said that marketing success is the key to the success of a company. Based on the above definition it can be concluded that marketing is an overall system of business activities used to plan, determine prices,

1. Purchase Decision

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. In the evaluation stage of the purchase decision, consumers form preferences between brands in a choice set. The purchase decision is that consumers buy the preferred brand, but two factors can be between the purchase intention and the purchase decision. Purchasing decisions are individual activities that are directly seen in making decisions to make purchases of products offered by sellers. Understanding purchasing decisions is the stage in the buyer decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Kotler and Armstrong, 2016). Purchasing decisions are a series of processes that start from the consumer recognizing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each alternative can solve the problem, which then a series of processes that lead to a purchase decision (Tjiptono, 2014). From this opinion, it can be concluded that purchasing decisions are the process of making two decisions or alternatives to purchase products according to what is needed. In decision making, all influential aspects and conditions are involved in consumer decision making,

2. Marketing Communication

In the view of Kotler and Keller (2016) marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. Communication plays an important role in the world of marketing, you can imagine if a marketer cannot communicate well. How he can convey the message he wants to convey to consumers about the product to be sold. The purpose of marketing communication includes three main objectives, namely: disseminating information (informative communication), influencing to make a purchase or attracting consumers (persuasive communication) and reminding the audience to make a purchase. re-communication recall). Marketing communication is an important aspect of the overall marketing mission and a determinant of marketing success. Because in reality not all consumers know how to meet their needs, or are not aware of the existence of a product that is able to meet their needs. Consumers will look for that information. It is at this level that marketing communication plays its role by sending and disseminating information about the products being offered. In general, Tjiptono (2008) defines marketing communication as a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. This explains that marketing communication is very important for a company so that the public knows the existence and information of the goods or services offered. Kotler and Keller (2016) argue that the marketing communication mix model consists of eight main communication models, namely advertising, sales promotion, events and experience, public relations and publicity, direct

marketing, interactive marketing, word of mouth marketing, and personal selling. These various forms of marketing communication can be used to persuade and influence visitors to visit agro-tourism managed by the community. Marketing communication activities must be carried out effectively so that the company is able to achieve its goals. Effective marketing communication, which is closer to consumers, targeting the right targets, using the right media as an intermediary to convey information to consumers, and providing attractive offers to consumers. Marketing communication strategies in community-based agro-tourism areas can be carried out by conducting marketing communication activities. Marketing communication as an important activity in community-based agro-tourism can also make a good contribution to the various tourism objects offered. Another role of communication is to differentiate the products offered by one company from another. This effort is carried out by communicating to consumers that the products offered are different from other similar products. Without communication, potential consumers and society as a whole will not know the existence of the product in the market.

3. Personal Selling

In general, companies are always looking for ways to gain efficiency by substituting one promotion strategy with another, but one of the most superior promotional strategies is face-to-face selling or personal selling. Personal selling is a form of communication between individuals in which the salesperson informs, educates, and persuades potential buyers to buy the company's products or services (Shimp 2003). Personal selling is a promotional tool that is verbal in nature, both to one person or more prospective buyers with the intention of creating a purchase transaction that is mutually beneficial for both parties, using humans as a promotional tool. Kusumastuti (2009) states that if marketers want to use personal selling as a means of communication with potential customers, it is necessary to pay attention to several factors that influence the success of personal selling, namely (1) conveying complex messages to potential customers regarding the company's product policies; (2) adapting product offerings or promotional appeals for unique needs and specific consumers (3) persuading consumers that the company's products or services are better and have more positive sides than competing products. Personal selling is personal communication information in order to persuade consumers to buy the products offered, by providing information about goods and services so as to create two-way communication that creates consumer buying interest. This is inseparable from the skills and expertise of the salesperson/salesperson in persuading consumers to buy the product. According to Kotler (2008:664) Personal selling is the most cost-effective tool at further stages of the buying process, especially in building preferences, beliefs, and buyer action. Kotler (2009:725) suggests several approaches that may arise from personal selling activities. This approach will generally be determined by the characteristics of the product offered by the salesperson. The two approaches to personal selling are: buyers' beliefs and actions. Kotler (2009:725) suggests several approaches that may arise from personal selling activities. This approach will generally be determined by the characteristics of the product offered by the salesperson. The two approaches to personal selling are: buyers' beliefs and actions. Kotler (2009:725) suggests several approaches that may arise from personal selling activities. This approach will generally be determined by the characteristics of the product offered by the salesperson. The two approaches to personal selling are:

a) Sales-Oriented Approach

This approach trains salespeople in high-pressure selling techniques. This form of selling assumes that customers will not buy unless under pressure that they will be swayed by a

sophisticated presentation.

b) Customer-Oriented Approach

This approach focuses more on efforts to solve customer problems or potential buyers regarding the products offered by the salesperson. In this case, a salesperson is required to be able to analyze customer needs and problems. And trying to solve problems that are synchronized with product sales. The purpose of using sales promotion is very diverse. Through sales promotion, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase purchases without prior plans or impulse buying as well as seek closer cooperation with retailers.

Kotler (2005: 626) states that today there is a new view that views communication as an interactive dialogue between companies and their customers that takes place during the pre-sales, sales, consumption, and post-consumption stages. The communication process must run as effectively as possible so that the communication goals that have been set can be achieved. The elements in the communication process are divided into nine elements. Two elements of which are the main parties in communication, namely the sender and receiver, the next two elements are the main communication tools, messages and media, while the next four elements are the main communication functions of encoding (encoding), decoding (decoding), response (response), and feedback (feedback).

4. Marketing Effectiveness

Marketing effectiveness is a criterion by which company leaders evaluate the company's success what the company wants to achieve with the marketing strategy applied. Effectiveness measurement is very important to do. Without measuring the effectiveness it will be difficult to know whether the company's goals can be achieved or not. According to Cannon, et. al, (2009) effectiveness depends on how well the medium fits into a marketing strategy i.e., on the promotion objectives, the target market to be reached, the funds available for advertising, as well as the nature of the media, including who will be reached, with the frequency of how often. , with what impact, and at what cost. Ease of understanding is an important indicator of message effectiveness. Laskey et. al, (in Indriarto, 2006) states that the effectiveness of an advertisement depends on whether consumers remember the message conveyed, understand the message, are influenced by the message and of course ultimately buy the advertised product. At a minimum, effective advertising has the following considerations:

- 1) Advertising should extend the sound of the marketing strategy. Advertising can be effective only when it fits into other elements of a well-directed and integrated marketing communications strategy.
- 2) Effective advertising must include the consumer's point of view. Consumers buy product benefits, not attributes. Therefore, advertising must be stated in a way that relates to the needs, wants, and what is valued by consumers.
- 3) Effective advertising must be persuasive. Persuasion usually occurs when the advertised product can provide additional benefits for consumers.
- 4) Advertisers must find a unique way to break through the ad crowd. Advertisers continuously compete with their competitors in attracting consumers' attention.
- 5) Good advertising never promises more than it can deliver. The point is to explain as it is, both in an ethical sense and in a smart business sense.

6) Good advertising prevents creative ideas from being overly strategic.

According to Ranguti (2009), the effectiveness of advertising can be measured from:

- 1) Communication impact or influence of an advertisement, namely its potential effect on awareness, knowledge, and preferences.
- 2) Impact or influence on sales, which is more difficult to measure than the impact of communication because sales are influenced by many factors other than advertising, such as product appearance, price, availability and competitors' actions.

RESEARCH METHODS

Types of research

According to the level of explanation or the level of explanation, this research is categorized as associative research. Associative research is research that aims to determine the causal relationship (causal relationship) between two or more variables (Sugiyono, 2016). In this study, the dependent variable is Personal Selling, Marketing Communication through Purchase Decisions, while the independent variable is Marketing Effectiveness.

Location or Research Object

The location of the research by the researchers was carried out by observing, interviewing and distributing questionnaires to customers at the Manado Grill House restaurant. This primary data is carried out to support research so that it can meet the existing criteria, while the time for the research conducted by the researcher is from September 2021 to October 2021.

Method of collecting data

1. Data Source

Sources of data used by researchers in this study is primary data. Primary data is data obtained directly through interviews with informants.

2. Data Collection Techniques

The data collection technique used by the researcher in this study is by using a questionnaire (questionnaire), interviews, and documentation accompanied by evidence.

Population and Sample

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions, (Sugiyono (2013: 80). In this study the population analyzed were the guests of the Grill House restaurant in Manado City. The sample is part of the number and characteristics possessed by the population. To obtain more valid and significant results, non-probability sampling is used. The non-probability technique used in this study is purposive sampling technique.

Path Analysis

In this study, data analysis is an activity after data from all respondents is collected. The activities carried out include: grouping data from all respondents based on variables, then tabulating, and performing calculations to test the models and hypotheses that have been proposed.

The data in this study will be processed using the Statistical Package For Social Sciences (SPSS) 23.0 For Windows program.

DISCUSSION

The Influence of Personal Selling (X1) on Purchase Decisions (Y1) at Manado Grill House Restaurant during the Covid-19 Pandemic.

The results showed that Personal Selling (X1) had a significant effect on Purchase Decisions (Y1) with a significance value of $0.000 < 0.05$ and a t value of $4.598 > 1.984$. So Personal Selling has a significant effect on Purchase Decisions, meaning that Personal Selling is an important part of Marketing Effectiveness at Grill House Manado during the Covid-19 Pandemic. Thus, it can be said that hypothesis 1 is accepted. Personal Selling is a marketing strategy to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product. Therefore, personal selling is considered as one of the most potential strategic elements in marketing products.

Effect of Marketing Communication (X2) on Purchase Decisions (Y1) at Manado Grill House Restaurant during the Covid-19 Pandemic.

The results showed that Marketing Communication (X2) had a significant effect on Purchase Decisions (Y1) with a significance value of $0.233 > 0.05$ and a t value of $5.363 > 1.984$. According to Semue et al., (2007) factors that can contribute on the purchase decision is marketing communications. Marketing Communication covers economic conditions (financial/financial), lifestyle, personality and self-concept, age and life cycle, and occupation. It is understood that a person's financial condition (rich or poor) contributes to purchasing decisions. Purchase decisions made by consumers are also influenced by lifestyle and self-concept which is the measure of an individual. On the other hand, consumer purchasing decisions are also influenced by age and life cycle and occupation. Young people with high work activity encourage high consumer buying behavior in making a purchase decision. Marketing Communication has a positive and significant influence on consumer purchasing decisions. This shows that in shopping consumers have the motivation to be able to show others about their self-image (who they are). Based on this, it is important for the management of Centro Department Store to provide all consumer needs with orientation to social status and work or the role of consumers. This is done with the aim that consumers can buy products according to their needs and the products they buy are able to show the consumer's self-image.

Influence of Personal Selling (X1) and Marketing Communication (X2) on Purchase Decisions at Manado Grill House Restaurant during the Covid-19 Pandemic.

The results of the research on the Personal Selling (X1), Marketing Communication (X2) variable on the Purchase Decision (Y1) variable have a strong correlation effect on the number 0.684. This means that the figure shows close to 1. Then Sig. F Change is 0.000 which is smaller than 0.05 which indicates that there is a positive and significant relationship between Personal Selling (X1) and Marketing Communication (X2) variables on the Purchasing Decision variable (Y1).

The Influence of Personal Selling (X1) on Marketing Effectiveness (Y2) at Manado Grill House Restaurant during the Covid-19 Pandemic.

The results showed that Personal Selling (X1) had a significant effect on Marketing Effectiveness (Y2) with a significance value of $0.238 > 0.05$ and a t value of $2.787 > 1.984$.

Pengaruh Komunikasi Pemasaran (X2) terhadap Efektivitas Pemasaran (Y2) Pada Restaurant Grill House Manado di saat Pandemi Covid – 19.

Hasil penelitian menunjukkan bahwa Komunikasi Pemasaran (X2) berpengaruh signifikan terhadap Efektivitas Pemasaran (Y2) dengan nilai signifikansi $0.412 > 0.05$ dan nilai t sebesar $5.326 > 1.984$.

Pengaruh Personal Selling (X1), Komunikasi Pemasaran (X2) dan Keputusan Pembelian (Y1) terhadap Efektivitas Pemasaran (Y2) Pada Restaurant Grill House Manado di saat Pandemi Covid – 19.

Based on the results of the research, the correlation between personal selling variables, marketing communications and purchasing decisions on marketing effectiveness is $.0816$. This means that there is a strong relationship between the variables of personal selling, marketing communication and purchasing decisions on marketing effectiveness at the Manado Grill House restaurant during the Covid-19 Pandemic.

Effect of Purchase Decision (Y1) on Marketing Effectiveness (Y2) at Manado Grill House Restaurant during the Covid-19 Pandemic.

The results showed that Marketing Communication (X2) had a significant effect on Marketing Effectiveness (Y2) with a path coefficient of 0.298 and a significance value of $0.000 < 0.05$ and a t value of $3.715 > 1.984$.

CONCLUSION

From the results of the research and discussion above, conclusions can be drawn:

- 1) Personal Selling significant effect on Purchase Decision at Restaurant Grill House Manado.
- 2) Marketing Communication has a significant effect on Purchase Decisions at Manado Grill House Restaurant.
- 3) Personal Selling significant effect on Marketing Effectiveness at Restaurant Grill House Manado.
- 4) Marketing Communication has a significant effect on the effectiveness of the Manado Grill House Restaurant.
- 5) Decision Purchases have a significant effect on Marketing Effectiveness at Restaurant Grill House Manado.
- 6) Personal Selling and Marketing Communication has a significant effect on Purchase Decisions at Manado Grill House Restaurant.
- 7) personal selling, Marketing Communication and Purchase Decisions have a significant effect on Marketing Effectiveness at Restaurant Grill House Manado.

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