

## The Influence of Personal Selling and Price on Business-to-Business (B2B) Consumer Purchasing Decisions at PT Catur Adiluhur Sentosa Palembang

Tyas Farras Fadhlur Rohman<sup>1\*</sup>, Dessy Yunita<sup>1</sup>, Welly Nailis<sup>1</sup>, Nifiawaty<sup>1</sup>

<sup>1</sup>Sriwijaya University, Palembang, Indonesia

\*) Corresponding Email: [tyasfarras20@gmail.com](mailto:tyasfarras20@gmail.com)

### ARTICLE INFO

#### Article History:

Submitted February 3, 2026

Revised February 16, 2026

Accepted March 24, 2026

#### Keywords:

Personal Selling, Price, Purchasing Decisions, B2B, Quantitative Study

Published by the Faculty of Economics and Business, PGRI University of Palembang

### ABSTRACT

*This study aims to examine the effect of personal selling and price on purchasing decisions in a Business-to-Business (B2B) context at PT Catur Adiluhur Sentosa Palembang. A quantitative research approach was employed, using a non-probability sampling technique with a purposive sampling method. The sample consisted of 100 respondents who are B2B customers of the company. Data were analyzed using multiple linear regression, supported by t-tests and F-tests. The results indicate that personal selling does not have a significant effect on purchasing decisions. In contrast, price has a positive and significant effect on purchasing decisions. Furthermore, the results of the F-test show that personal selling and price simultaneously have a significant effect on purchasing decisions. These findings suggest that price plays a more dominant role than personal selling in influencing B2B purchasing decisions at PT Catur Adiluhur Sentosa Palembang.*

### A. INTRODUCTION

A market is a place where interactions between sellers and buyers occur in the process of exchanging goods and services, both physically and digitally (Kotler, P., & Armstrong, 2015). Each market has distinct characteristics and marketing strategies, depending on the actors involved and the objectives of the transactions (Arifah and Misidawati, 2024; Nurhayani & Suryano, 2019). Based on the actors, markets are classified into Business-to-Consumer (B2C) and Business-to-Business (B2B). In B2C markets, marketing is directed at end consumers, whereas in B2B markets, transactions occur between companies to support operational and production activities (Iqbal Alim El Hakim and Dian Rahmawati, 2022; Kusbandono and Rosyad, 2020).

B2B marketing emphasizes long-term relationships, rational and complex decision-making processes, and a focus on the value of products for the customer's business performance (Jonathan, 2012). In this context, the role of sales personnel is crucial as a link between the company and its clients (Erdian et al., 2023). This activity is known as personal selling, which involves direct interactions aimed at understanding customer needs and providing appropriate solutions (Charista, 2019; Famella et al., 2015).

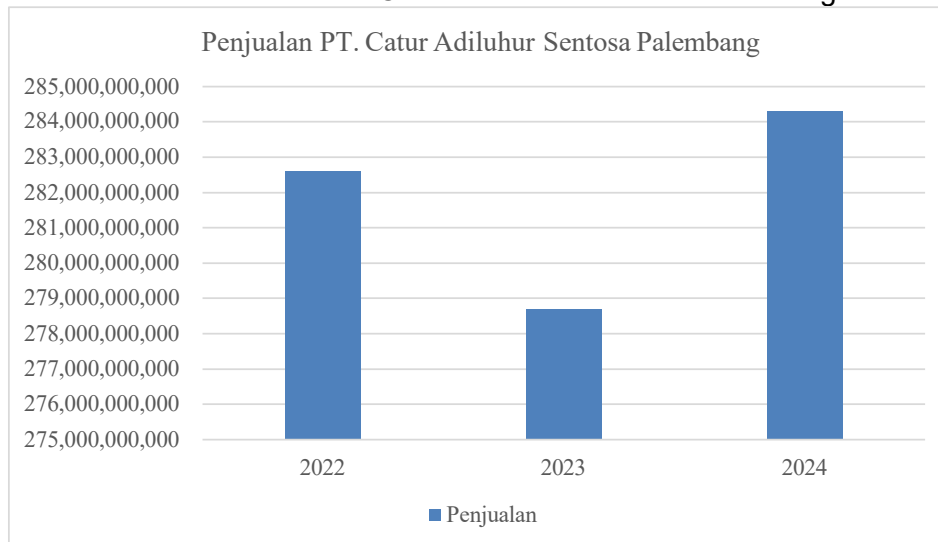
Personal selling plays a key role in building trust, loyalty, and long-term partnerships, while also enabling the customization of offerings according to customer needs (Akbar, 2024; Kotler et al., 2017; Monalisa et al., 2023). This strategy also shapes positive perceptions regarding product value and price (Tri and Yanto, 2020). PT Catur Adiluhur Sentosa Palembang implements personal selling as a marketing strategy by leveraging direct interactions to understand client needs and provide appropriate solutions. This approach has proven effective in fostering close relationships, enhancing trust, and strengthening customer loyalty in the B2B market (Audina and Ikaningtyas, 2025).

The measurement of personal selling includes presentation and demonstration, handling objections, closing the sale, follow-up, prospecting and qualifying, as well as pre-



approach activities (Kotler and Keller Lane, 2010). Presentations and demonstrations are used to explain product benefits and build trust. However, high competition requires sales personnel to adopt persuasive and professional approaches. An effective personal selling strategy is not only oriented toward short-term sales but also focuses on creating mutually beneficial long-term business relationships.

Based on sales data, the implementation of personal selling strategies has been shown to increase sales. The sales data for PT Catur Adiluhur Sentosa Palembang are as follows:



**Figure Sales Data of PT Catur Adiluhur Sentosa Palembang 2022–2024**  
**Source: PT Catur Adiluhur Sentosa**

Based on Figure, the sales data of PT Catur Adiluhur Sentosa Palembang over the past three years show fluctuations. Sales decreased from IDR 282.6 billion in 2022 to IDR 278.7 billion in 2023, indicating potential disruptions in the implementation of personal selling strategies. This decline is influenced not only by internal factors but also by external factors, such as economic fluctuations and changes in customer purchasing power. In a B2B context, the ability of sales personnel to deeply understand the needs of business customers plays a crucial role in building trust and loyalty, which in turn affects purchasing decisions (Wind and Jr, 1972).

In 2024, sales increased to IDR 284.3 billion, reflecting the company’s success in adapting its B2B marketing strategies. This increase indicates that improvements in personal selling strategies, along with adjustments to external pressures particularly market competition have begun to yield results. Several competitor companies, both at the national level and locally in Palembang, implement more responsive personal selling approaches as well as competitive pricing strategies. Therefore, to understand the position of PT Catur Adiluhur Sentosa Palembang amid competitive dynamics, a comparison of the main competitors’ strategies relevant to this study is presented in Table.

**Table Comparison of Competitors of PT Catur Adiluhur Sentosa Palembang**

Competitor	Personal Selling	Pricing Strategi
PT Global Indonesia Asia Sejahtera (GIAS)	Combination of field visits and applicator community ("Gnetion"), certification & material application training	Not only high-quality products but also special discount schemes and loyalty rewards
PT Chandra akmur Abadi	Own brand, allowing for more affordable pricing	Diverse product range; prices offered are relatively lower

**Source: Processed from various sources (2025)**

The difference between PT Catur Adiluhur Sentosa Palembang's strategy and that of its competitors lies in personal selling approach and price flexibility. The company still focuses on conventional personal selling through direct interactions without additional support programs, such as customer communities or product training. Although this approach is effective in building trust, it is considered less adaptive to the needs of B2B customers who demand added value. In terms of pricing, the company's policy is relatively stable but not fully flexible in responding to market dynamics and competitors' discount strategies.

In contrast, competitors demonstrate more innovative and adaptive strategies. PT Global Indonesia Asia Sejahtera (GIAS) combines personal selling with the establishment of an applicator community through the Gnetion program, supported by training, certification, and customer loyalty initiatives. Meanwhile, PT Chandra Makmur Abadi emphasizes product diversity and more competitive pricing. These competitor strategies can serve as a reference for PT Catur Adiluhur Sentosa Palembang to strengthen its personal selling approach and pricing policies in order to remain competitive in the B2B market.

To improve the effectiveness of marketing strategies and understand market responses, a preliminary survey was conducted among B2B customers of PT Catur Adiluhur Sentosa Palembang. A summary of the questionnaire results regarding the influence of personal selling and price on purchasing decisions is presented in Table 2.

**Table Summary of Preliminary Survey Results on the Influence of Personal Selling and Price on the Purchasing Decisions of PT Catur Adiluhur Sentosa Palembang's B2B Partners**

No	Question	"Yes" Response	"No" Response
1	Do the sales personnel at PT Catur Adiluhur Sentosa have a sufficiently strong influence in persuading customer purchases?	9	11
2	Is the current pricing offered by PT Catur Adiluhur Sentosa still competitive amid competitor pressure?	8	12

**Source: Processed by the researcher (2025)**

Based on Table, the majority of respondents (11 out of 20) indicated that the sales personnel at PT Catur Adiluhur Sentosa Palembang are not yet sufficiently effective in influencing purchasing decisions, while 9 respondents expressed the opposite. This finding suggests a potential weakness in the implementation of personal selling, which may result in a low sales conversion rate. In addition, 12 respondents assessed that the company's product pricing is not competitive under current market pressures, whereas only 8 respondents considered the pricing to be still competitive. This situation indicates that the company's pricing strategy has not fully aligned with market dynamics.

The results of the preliminary survey reinforce indications of declining effectiveness in two key marketing factors: personal selling and pricing. Both variables are critical in Business-to-Business (B2B) marketing, as they play a role in building long-term relationships and influencing inter-company purchasing decisions. Previous studies have shown that personal selling significantly affects purchasing decisions by enhancing trust and interpersonal relationships (Charista, 2019; Famella et al., 2015). although most research has focused on the Business-to-Consumer (B2C) context. On the other hand, studies emphasizing pricing (Rizal, 2020; Yuliana, 2021) have rarely integrated the role of personal selling within the complex competitive B2B context. Kotler and Keller (2016) highlight the importance of personal selling in establishing long-term relationships but do not specifically address its connection with pricing strategies in competitive B2B markets.

Based on these points, a research gap still exists regarding the simultaneous effect of personal selling and pricing on B2B purchasing decisions, particularly in building materials



distribution companies. Therefore, this study aims to analyze the influence of personal selling and pricing on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang. The findings of this research are expected to provide empirical contributions and serve as a basis for formulating more effective and adaptive marketing strategies, enabling the company to compete sustainably.

## **B. THEORETICAL STUDY**

### **Stimulus Organism Response (SOR)**

The Stimulus–Organism–Response (SOR) Theory, proposed by Russell and Mehrabian, (1977), explains that behavior does not arise directly from a stimulus but rather through internal processes such as perception, attitudes, and emotions before producing a response. In the context of marketing, this theory is used to understand how company strategies influence how buyers think and ultimately make purchasing decisions.

The SOR theory consists of three main components: Stimulus (S), Organism (O), and Response (R). Stimulus refers to external inputs from the company, which in this study include personal selling and price (Jayanti and Tasrim, 2023). In a B2B context, personal selling plays a crucial role because buyers require technical explanations, negotiation, and assurance of the seller's credibility, while price becomes a key consideration related to the value and benefits of the product.

Organism (O) represents internal psychological processes such as value perception and trust. When personal selling is conducted effectively and the price is perceived as appropriate, positive perceptions and trust are formed. Response (R) refers to the purchasing decision as the final outcome of this process. Therefore, the SOR theory emphasizes that personal selling and price influence B2B purchasing decisions through the buyer's psychological processes rather than directly (Dewi and Zakky Fahma Auliya, 2025).

### **Personal selling**

Personal selling is a form of direct interaction between the seller and prospective buyers to deliver presentations, answer questions, and encourage purchase decisions (Umar, 2022; Dubinsky, 1981). This activity is highly flexible, as it enables sellers to directly understand the needs, habits, motives, and preferences of consumers (Tlapana and Mduba, 2021). In personal selling, two-way communication occurs between the company and the customer, allowing the seller to obtain immediate feedback regarding the offered product (Rodriguez et al., 2023). Therefore, personal selling is generally conducted verbally or face-to-face through conversations between salespersons and prospective buyers, with the primary objective of generating sales transactions (Firmansyah, 2019). Furthermore, personal selling plays an important role in introducing new products, as it can be used to convince consumers of the product's quality and advantages compared to competitors (Dubinsky, 1981).

### **Price**

Price is defined as the amount of money or value that consumers must pay to obtain the benefits of a product or service, while also reflecting the exchange value of the benefits received (Kotler, P. and Armstrong, 2012). Price is the only element of the marketing mix that generates revenue, while the other elements incur costs, making price a strategic factor in marketing and product development (Kotler and Keller, 2016). In general, price can be understood as the value sacrificed by consumers to obtain ownership or the right to use a product or service (Kotler & Keller, 2007). Price indicators include affordability, price quality alignment, price competitiveness, and the suitability of price with the benefits received (Kotler, 2009).

### **Purchase Decision**

Purchase decision is the process by which consumers decide whether or not to buy a product, and it represents the final stage of the consumer decision-making process (Kotler,

P. and Armstrong, 2012). It reflects the consumer's ultimate behavior in purchasing goods or services to satisfy personal needs. Purchase decision involves determining what to buy, whether to buy, when and where to buy, and how to make the payment (Sumarwan, 2003). Therefore, purchase decision can be defined as a process that involves knowledge, consideration, and evaluation of various alternatives before consumers select the product that best meets their needs and desires.

### C. RESEARCH METHODS

This study employs a quantitative approach with a causal research design aimed at analyzing the effect of personal selling and price on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang. The research was conducted on 100 B2B consumers who are company partners, using a non-probability sampling technique with a saturated sampling method (census), where all members of the population were included as research samples. Primary data were collected through an online Likert-scale questionnaire, supplemented by secondary data obtained from books, journals, and previous studies. The collected data were then analyzed using statistical methods to draw objective conclusions.

### D. RESULTS AND DISCUSSION

#### Results

#### Research Instrument Testing

#### Results of the Validity Test

Validity testing is conducted to determine whether each statement item in the questionnaire can accurately measure the intended variable. An item is considered valid if the calculated r-value (r-count) is greater than the r-table value. The following are the results of the validity test for the variables personal selling (X1), price (X2), and purchase decision (Y).

**Table Validity Test Results**

Question Item	r-count	r-table	Description
X <sub>1.1</sub>	0,762	0,196	Valid
X <sub>1.2</sub>	0,696	0,196	Valid
X <sub>1.3</sub>	0,758	0,196	Valid
X <sub>1.4</sub>	0,830	0,196	Valid
X <sub>1.5</sub>	0,675	0,196	Valid
X <sub>1.6</sub>	0,761	0,196	Valid
X <sub>2.1</sub>	0,836	0,196	Valid
X <sub>2.2</sub>	0,808	0,196	Valid
X <sub>2.3</sub>	0,643	0,196	Valid
Y <sub>.1</sub>	0,805	0,196	Valid
Y <sub>.2</sub>	0,817	0,196	Valid
Y <sub>.3</sub>	0,830	0,196	Valid
Y <sub>.4</sub>	0,858	0,196	Valid
Y <sub>.5</sub>	0,797	0,196	Valid

Source : IBM SPSS 26 (2025)

#### Reliability Test Results

The reliability test was conducted to determine whether the questionnaire instrument produces consistent and dependable data. In this study, reliability testing used the Cronbach's Alpha value, with the criterion that a variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The following are the results of the reliability test for the variables of personal selling (X1), price (X2), and purchase decision (Y).



**Table Reliability Test Results**

Variable	Cronbach Alpha	Description
Personal Selling (X <sub>1</sub> )	0,787	Reliable
Price (X <sub>2</sub> )	0,809	Reliable
Purchase Decision (Y)	0,811	Reliable

Source : IBM SPSS 26 (2025)

Based on table, the Cronbach’s Alpha value for the personal selling variable is 0.787, the price variable is 0.809, and the purchase decision variable is 0.811. All of these values are greater than 0.60, so it can be concluded that the research instrument is reliable or trustworthy.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to determine the magnitude of the influence of the independent variables, namely Personal Selling (X<sub>1</sub>) and Price (X<sub>2</sub>), on the dependent variable, Purchase Decision (Y). The general form of the multiple linear regression equation used is as follows:

$$= \alpha + b_1X_1 + b_2X_2 + e$$

The following are the results of the multiple regression analysis:

**Table Multiple Regression Analysis Results Coefficients<sup>a</sup>**

Model		Coefficients		Standardized coefficients		
		B	Std Error	Beta	T	Sig,
1	(Constant)	10,418	2,009		5,186	,000
	X1	-,202	,115	-,230	-1,766	,081
	X2	1,267	,227	,727	5,595	,000

Source : IBM SPSS 26 (2025)

$$Y = 10,418 + -,202X_1 + 1,267X_2 + e$$

1. Constant (α = 10.418): If both Personal Selling (X<sub>1</sub>) and Price (X<sub>2</sub>) have no effect (value = 0), the baseline value of Purchase Decision (Y) is 10.418.
2. Personal Selling (X<sub>1</sub> = -0.202): Each 1-unit increase in Personal Selling decreases Purchase Decision (Y) by 0.202 units, assuming Price (X<sub>2</sub>) remains constant.
3. Price (X<sub>2</sub> = 1.267): Each 1-unit increase in Price increases Purchase Decision (Y) by 1.267 units, assuming Personal Selling (X<sub>1</sub>) remains constant.

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

The coefficient of determination (R<sup>2</sup>) test is used to determine how much the independent variables are able to explain the variation in the dependent variable. The R<sup>2</sup> value indicates the proportion of the influence of the independent variables on the dependent variable; the higher the R<sup>2</sup> value, the greater the model’s ability to explain changes in the dependent variable. The following are the results of the coefficient of determination test in this study:

**Table Coefficient of Determination Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,571a	,326	,312	2,241

Source : IBM SPSS 26 (2025)

Based on Table 6, the R value in this study is 0.571 or 57.1%. This indicates that the variables Personal Selling ( $X_1$ ) and Price ( $X_2$ ) together have a combined effect on Purchase Decision (Y). The remaining 42.9% is influenced by other variables not included in this study.

### F-Test (Simultaneous Test)

The F-test, or simultaneous test, is used to determine whether Personal Selling ( $X_1$ ) and Price ( $X_2$ ) together have a significant effect on Purchase Decision (Y). The decision criteria are as follows:

1. If Sig < 0.05, the two independent variables have a significant simultaneous effect on the dependent variable.
2. If Sig > 0.05, there is no significant simultaneous effect.

The following are the results of the F-test in this study:

ANOVA <sup>a</sup>						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	235,230	2	117,615	23,413	,000b
	Residual	487,280	97	5,024		
	Total	722,510	99			

Source : IBM SPSS 26 (2025)

Based on table, the significance value obtained is 0.00. This value is smaller than the 0.05 significance level, indicating that there is a significant simultaneous effect of Personal Selling ( $X_1$ ) and Price ( $X_2$ ) on Purchase Decision (Y). Therefore, both independent variables in this model together are able to explain variations in the dependent variable.

### t-Test (Partial Test)

The t-test is used to determine the extent to which each independent variable individually (partially) affects the dependent variable. The decision criteria based on the significance value (Sig) are as follows:

1. If Sig < 0.05, the independent variable has a significant effect on the dependent variable.
2. If Sig > 0.05, the independent variable does not have a significant effect on the dependent variable.

The following are the results of the t-test in this study:

Table t-Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized		Standardized coefficients		
		B	Std Error	Beta	T	Sig.
1	(Constanta)	10,418	2,009		5,186	,000
	X1	-,202	,115	-,230	-1,766	,081
	X2	1,267	,227	,727	5,595	,000

Source : IBM SPSS 26 (2025)

Based on Table 8, the t-test results show that the variable Personal Selling ( $X_1$ ) has a significance value greater than 0.05. This indicates that Personal Selling ( $X_1$ ) does not have a significant effect on Purchase Decision (Y). Meanwhile, the variable Price ( $X_2$ ) has a significance value of 0.000, which is smaller than the 0.05 significance level. This shows that Price ( $X_2$ ) has a significant effect on Purchase Decision (Y).



In summary:

1. Personal Selling ( $X_1$ ) does not have a significant effect on Purchase Decision (Y).
2. Price ( $X_2$ ) has a significant effect on Purchase Decision (Y).

## Discussion

### **Personal selling does not have a partial effect on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang.**

Based on the research results, personal selling does not have a significant effect on purchasing decisions, as the significance value of the personal selling variable is greater than 0.05, leading to the rejection of H1. This finding aligns with the studies of Charista, (2019) and Rahman (2023), which indicate that B2B purchasing decisions are more based on rational considerations, such as price, company needs, and cost efficiency, rather than personal selling approaches.

Personal selling is a form of direct marketing communication aimed at influencing consumers through personal interaction. However, in the B2B context, purchasing decisions are generally determined by objective factors such as price, quality, product specifications, availability, and supplier capabilities, which limits the role of personal selling. Additionally, the B2B decision-making process involves multiple parties (decision-making units) and is often based on organizational procedures and agreements rather than the approach of individual sales personnel. Therefore, personal selling functions more as a relationship maintenance tool rather than a determinant of purchasing decisions.

Questionnaire results showed the lowest alignment with the statement, "Sales personnel ensure that all purchase transaction agreements are fully completed." This finding indicates that B2B customers tend to rely on internal systems, partnership contracts, and administrative mechanisms in the transaction process. It suggests that personal selling strategies should be directed toward a consultative role, providing solutions, and supporting specific customer needs, rather than solely focusing on closing transactions.

### **Pricing has a partial effect on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang.**

Based on the research results, pricing has a significant effect on purchasing decisions, as the significance value of the price variable is less than 0.05, leading to the acceptance of H2. This indicates that price is an important factor in the purchasing decisions of Business-to-Business (B2B) consumers. These findings are consistent with the studies of Prananda Putri et al., (2023) and Nasution, (2023). which state that B2B customers tend to act rationally, considering cost efficiency, budget alignment, and long-term economic value when making purchasing decisions.

Price reflects the balance between the benefits received and the costs incurred, making it a key criterion in supplier evaluation. B2B customers typically compare prices among suppliers to ensure consistency with product quality, service, and long-term benefits. Therefore, competitive and transparent pricing can encourage purchasing decisions.

However, the lowest level of alignment was observed in the statement, "The product prices offered by PT Catur Adiluhur Sentosa are affordable for our company." This finding indicates that some respondents perceive the prices as not fully aligned with their budget or the value received, leading companies to conduct more detailed evaluations and price comparisons before making a purchasing decision.

### **Personal selling and pricing simultaneously influence the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang.**

Based on the results of the simultaneous test (F-test), personal selling and pricing together have a significant effect on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang, as indicated by a significance value of less than 0.05. Therefore, the hypothesis stating that both variables simultaneously influence purchasing decisions is accepted.

These results are consistent with the findings of Kiton, (2021) and Dutawaskita et al., (2022), which concluded that the combination of personal selling and pricing significantly affects B2B purchasing decisions. This confirms that purchasing decisions are influenced not only by price but also by the role of personal selling in establishing communication and business collaboration. However, the lowest level of alignment was found in the statement, "Sales personnel help provide recommendations on the appropriate timing of purchases." This finding indicates that B2B customers tend to determine purchase timing based on operational needs and internal company policies, so the role of sales personnel is perceived more as a provider of product information rather than a decision-making advisor.

## **E. CONCLUSION AND SUGGESTIONS**

### **Conclusion**

Based on the results of the study, the following conclusions can be drawn:

1. Personal selling does not have a partial effect on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang.
2. Price has a partial effect on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang.
3. Personal selling and price simultaneously have a significant effect on the purchasing decisions of Business-to-Business (B2B) consumers at PT Catur Adiluhur Sentosa Palembang.

### **Suggestions**

1. For the Company  
The findings of this study are expected to serve as a reference for developing more effective B2B marketing strategies. The company is advised to set competitive prices that align with consumer needs, as price has been shown to influence purchasing decisions. In addition, personal selling should be enhanced not only as a means of delivering product information but also as a business partner that understands consumer needs and builds long-term relationships to increase trust and loyalty.
2. For Future Researchers  
Future researchers are encouraged to include additional variables that may affect B2B purchasing decisions, such as service quality, trust, company reputation, long-term relationships, and distribution systems, in order to produce more comprehensive research findings.

## **BIBLIOGRAPHY**

- Akbar, T., (2024). Basic Concepts of Personal Selling.
- Arifah, N. al., Misidawati, D.N., (2024). Market Analysis and Marketing Strategy in Business Feasibility Studies. *J. Manag. Econ. Entrep.* 3, 21.
- Audina, Z.P., Ikaningtyas, M., (2025). Analysis of the Role of Personal Selling in Building Trusted Relationships with Clients at Busvision Allianz Surabaya 6.
- Charista, V., (2019). The Influence of Product Quality, Service Quality, and Personal Selling on Purchase Decisions for Monas Savings Products. 13, 1434–1444.
- Dewi, W.E., Zakky Fahma Auliya, (2025). Stimulus-Organism-Response (S-O-R) Model: The Role of Trust as a Mediator in Purchase Decisions for N'Pure Products on TikTok Shop. *Parad. J. Ilmu Ekon.* 8, 775–790.
- Dubinsky, A.J., (1981). A Factor Analytic Study of the Personal Selling Process. *J. Pers. Sell. Sales Manag.* 1, 26–33.



- Dutawaskita, I., Erlangga, H., Hastono, H., Sunarsi, D., (2022). The Influence of Personal Selling and Price on the Decisions of PT Lautan Surga in Jakarta 2.
- Erdian, F.S., Barkah, C.S., Sukoco, I.S., Achmawati Novel, N.J., (2023). The Role of Business-to-Business (B2B) Marketing Communication Strategy in Increasing Online Sales (A Case Study of a Firsthand Seller Business). *J. Lentera Bisnis* 12, 657.
- Famella, Wahyu, S., Setyanti, L.H., Mufidah, A., (2015). The Effect of Work Skills, Work Experience, and Work Attitude on Employee Performance at the Gagak Hitam Cigarette Company in Bondowoso Regency (The Effect of Work Skill, Work Experiences, and Work Attitude on the Performance of Employees at Tobacco Companies G. *J. Artik. Science. Students.* 1–7.
- Iqbal Alim El Hakim, M., Dian Rahmawati, I., (2022). Development of B2B Marketing Strategy and SWOT Analysis in Supporting SDGs. *UMS Journal* 1–21.
- Jayanti, A., Tasrim, T., (2023). "Polarization" of Consumer Behavior: S-O-R Theory Perspective. *J. Business and Entrepreneurship Orientation.* 3, 107–116.
- Jonathan, A., (2012). Business-to-Business (B2B) Strategy in Corporate Business Management. *Study. Science. Students. Management.* 1, 26–29.
- Kiton, M.A., (2021). Analysis of the Influence of Personal Selling, Product Quality, and Price on Customer Purchase Decisions for Attack Detergent at CV. Mulia Utama Medan. *V,* 164–177.
- Kotler, P., & Armstrong, G., (2015). *Principles of Marketing - Global Edition.* Pearson Education Limited, London.
- Kotler, P. and Armstrong, G., (2012). *Principles of Marketing, 14th ed.* Pearson Education Limited, England.
- Kotler, P. & K., (2009). *Marketing Management, 13th ed.* Erlangga, Jakarta.
- Kotler, P., Kartajaya, H., Setiawan, I., (2017). *Marketing 4.0: Moving from Traditional to Digital.* PT. Gramedia Pustaka Utama, Jakarta, Indonesia.
- Kotler, P., Keller, K.L., (2016). *Marketing Management, 15th Edition.* New Jersey: Pearson Prefecture Hall, Inc.
- Kotler, P., Keller Lane, K., (2010). *Marketing Management.* Erlangga.
- Kusbandono, D., Rosyad, S., (2020). Barriers to Developing Small and Medium Enterprises (SMEs) Using Information Technology (E-Commerce) to Increase Fish Seed Sales in Plosobuden Village, Deket District, Lamongan Regency. *Media Mahard.* 18, 287–299.
- Monalisa et al., (2023). Marketing Strategy (Carving Success Through the Best Marketing Strategy), *Journal of Marketing.*
- Nasution, S.W., (2023). The Influence of Product and Price on Consumer Purchasing Decisions. *4,* 181–187.
- Nurhayani & Suryano, (2019). *Contemporary Marketing Strategy. Product Pricing for Various Pricing Strategy* 70.
- Prananda Putri, J.N., Listyorini, S., Budiarmo, A., (2023). The Influence of Influencer Marketing and Brand Image on Purchasing Decisions (A Study of Pond's Product Consumers in Semarang). *J. Ilmu Adm. Bisnis* 12, 922–933.

- Rodriquez, R., Roberts-Lombard, P., Høgevoid, N., Goran, S., (2023). Business-to-Business Sellers' Motivations in Sales Performance – A Six-Dimensional Framework Proposition. *South African J. Econ. Manag. Sci.* 26.
- Russell, J., Mehrabian, A., (1977). Evidence for a Three-Factor Theory of Emotions. *J. Res. Pers.* 11, 273–294.
- Sumarwan, U., (2003). In, *Consumer Behavior: Theory and Its Application in Marketing*, 1st ed. Ghalia Indonesia, Jakarta.
- Tlapana, T., Mduba, K., (2021). Customer Service and Its Impact on Consumer Buying Patterns. *Mod. Manag. Rev.* 67–78.
- Tri, R., Yanto, Y., (2020). The Influence of Personal Selling on Achievement. *J. Business and Marketers.* 10, 1–22.
- Wind, J., Jr., F., (1972). A General Model for Understanding Organizational Buying Behavior. *J. Mark.* 36, 12–19.

