EFFECTS OF ONLINE PROMOTION AND PERSONAL SELLING ON THE PURCHASE DECISION OF THE CISAUK POINT APARTMENT DURING THE PANDEMIC

[1]Adinda Putri Astuti Ayu KUSUMA, [2]Aldina SHIRATINA
[1,2]Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia.
Corresponding author: Adinda Putri Astuti Ayu Kusuma
E-mail: adindputri@gmail.com

Abstract:
The COVID-19 pandemic has affected all aspects of life. In the business sector, this COVID-19 pandemic forces millions of workers worldwide to work from home. Based on the phenomena and literature studies, the researcher wants to examine further the effect of online promotion and personal selling on perceived value as an intervening variable for the purchase decision of the Cisauk Point apartment during the pandemic. This study used descriptive quantitative research with a causal associative or explanatory method. This method is to determine the effect of independent variables (online promotion and personal selling) on the intervening variable (perceived value) and its impact on the dependent variable (purchase decisions). The population in this study was 182 consumers who purchased the Cisauk Point apartment during the pandemic from the beginning of 2020. The sampling was determined using a probability sampling of purposive sampling technique with predetermined criteria. Data were analyzed using SEM (structural equation marketing) with the help of the SmartPLS software. The results of this study showed that online promotion had a positive and significant influence on apartment purchase decisions during the pandemic and the perceived value variable acts as a partial mediating variable because with or without these variables, online promotion and personal selling still have a positive and significant effect on the decision to purchase the Cisauk Point apartment during the pandemic.

Keywords: Covid 19, Online Promotion, Personal Selling, Purchase Decision, Apartment.

INTRODUCTION

The COVID-19 pandemic has affected all aspects of life. Companies also experiment with decentralized decision-making and the use of software to create new digital work cultures that remain as effective and productive as working in the office. Besides affecting consumer behavior, the pandemic has also affected apartment sales in Jakarta, which only reached 1,000 units in the first semester of 2020, while the same period last year reached 2,000 units. The supply of apartments in Bodetabek (Bogor, Depok, Tanggerang, and Bekasi) is 110,000 units with the majority of apartment located in Tangerang and Bekasi.

Tangerang overgrows as it has three growth centers developed by well-known developers. However, the development is not evenly distributed and comprehensive. One of the companies engaged in property and housing is PT. Adhi Commuter Property, which is a subsidiary of PT. Adhi Karya Tbk. Cisauk Point is built on a land area of 16,500 square meters. It is divided into residential apartments and commercial areas. This state-owned enterprise synergy produces residential and commercial areas directly integrated with the Cisauk KRL Station, located near the BSD City area.

Consumers' purchase decision of a product begins with an awareness of the fulfillment of needs and desires. The COVID-19 pandemic has caused interactions between buyers and sellers to

be increasingly limited. Besides using the website, online marketing through social media has also begun to be widely performed by developers and other business actors.

Besides social media, some business actors implement online promotion to develop their business during the pandemic. A study by Dede Solihin (YEAR) showed that online promotion positively and significantly affected purchase decisions. Researchers conducted preliminary research with a survey method to identify variables affecting the purchase decision of Cisauk Point apartments during the pandemic. The pre-survey asked respondents to select some variables influencing purchase decisions.

Table 1. Results of the Preliminary Survey

No.	Description	Percentage
1	Sales ability to explain products in detail and friendly	23%
2	Informative social media and websites	13%
3	Various and interesting promotions	27%
4	Affordable product prices	15%
5	Product quality and strategic location	22%

Source: Processed Data by Researchers, 2020

Table 1 shows three dominant variables that influenced the purchase decision of the Cisauk Point apartment during the pandemic, namely promotion, personal selling, and perceived value, with the highest percentage of varied and exciting promotions. Meanwhile, based on data from sales information sources, in 2020, most sales came from digital marketing. The researcher assumes that Cisauk Point implements online promotions. The second most crucial determinant variable is personal selling which is related to the sales ability to explain products in detail and friendly.

Purchase decisions affect consumer attitudes in selecting a product. Perceived value is directly proportional to a consumer's purchase intention. The higher the consumer's perceived value of a product, the higher the purchase intention. Therefore, perceived value has a significant influence on purchase intention. Based on the phenomena and literature studies, the author aims to examine further the influence of online promotion and personal selling with perceived value as an intervening variable on the purchase decision of the Cisauk Point apartment during the pandemic.

Marketing. According to Shiratina, Rajak, Ramli and Nirwana (2021), marketing is an organizational activity and a series of processes in terms of communication and creating and providing value to a broader customer. Shiratina, Rajak, Ramli and Nirwana (2021) also explain that marketing management is the art and science of choosing targets in getting and keeping customers through innovation and communication. Shiratina, Ramli, Wardhani and Limakrisna (2020) combine the definition of marketing and the function of entrepreneurship as follows "*EM is an organization and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in a way that benefits customers and their stakeholders, and which characterized by innovation, risk taking, proactive, and doable without currently controlled resources*".

Online Promotion. Kotler (2008) defines promotion as a company's communication process with current and future interested parties and the communities. Promotion is an essential variable in the marketing mix. Promotional activities function not only as a communication tool between companies and consumers but also as a tool to influence consumers to make purchases or find consumers who have a need or desire for the products or services offered. Online promotion is one way to attract and find new consumers. Consumers can freely explore product information through search sites or websites (Moghli and Al-Abdallah, 2012).

Personal Selling. Personal selling is a form of marketing through two-way communication to build a relationship between sellers and buyers to get buyers' feedback or responses regarding the product (Kotler and Armstrong, 2012). Personal selling has different characteristics from other promotional tools. A high-value product requires complex product descriptions, characteristics, and advantages, which in detail need to be done personally and can be used as reasons for implementing personal selling (Hermawan, 2012).

Perceived Value. Setiadi (2003) defines perception as the process a person undertakes in selecting, organizing, and interpreting information from various sources to create a picture in the minds of each individual. Meanwhile, Schiffman and Kanuk (2008) define perception as a process by which individuals select, organize, and interpret stimuli into a meaningful and reasonable picture of the world. Then, Mowen (2002) states that perception is a process in which individuals are exposed to receive, pay attention to, and understand the information. It can be concluded that perceived value is a picture of the consumer's mind that compares a benefit and the value obtained from the product against the costs or sacrifices that will be made.

Purchase Decision. Schiffman in Harjati (2014) define a decision as a form of selecting two or more choices. The decision relates to the intention. Nurhayat and Shiratina (2021) explain that intention is assumed to capture the motivational factors that influence behavior. The intention to decide any action can include giving a positive statement, making recommendations and buying goods or services and business trips or country visits. If a person has a choice between making a purchase or not, the person is in a decision-making position. Kotler (2013) states that purchase decisions are the process of processing and formulating various alternative sources of choice to determine one choice in making a purchase.
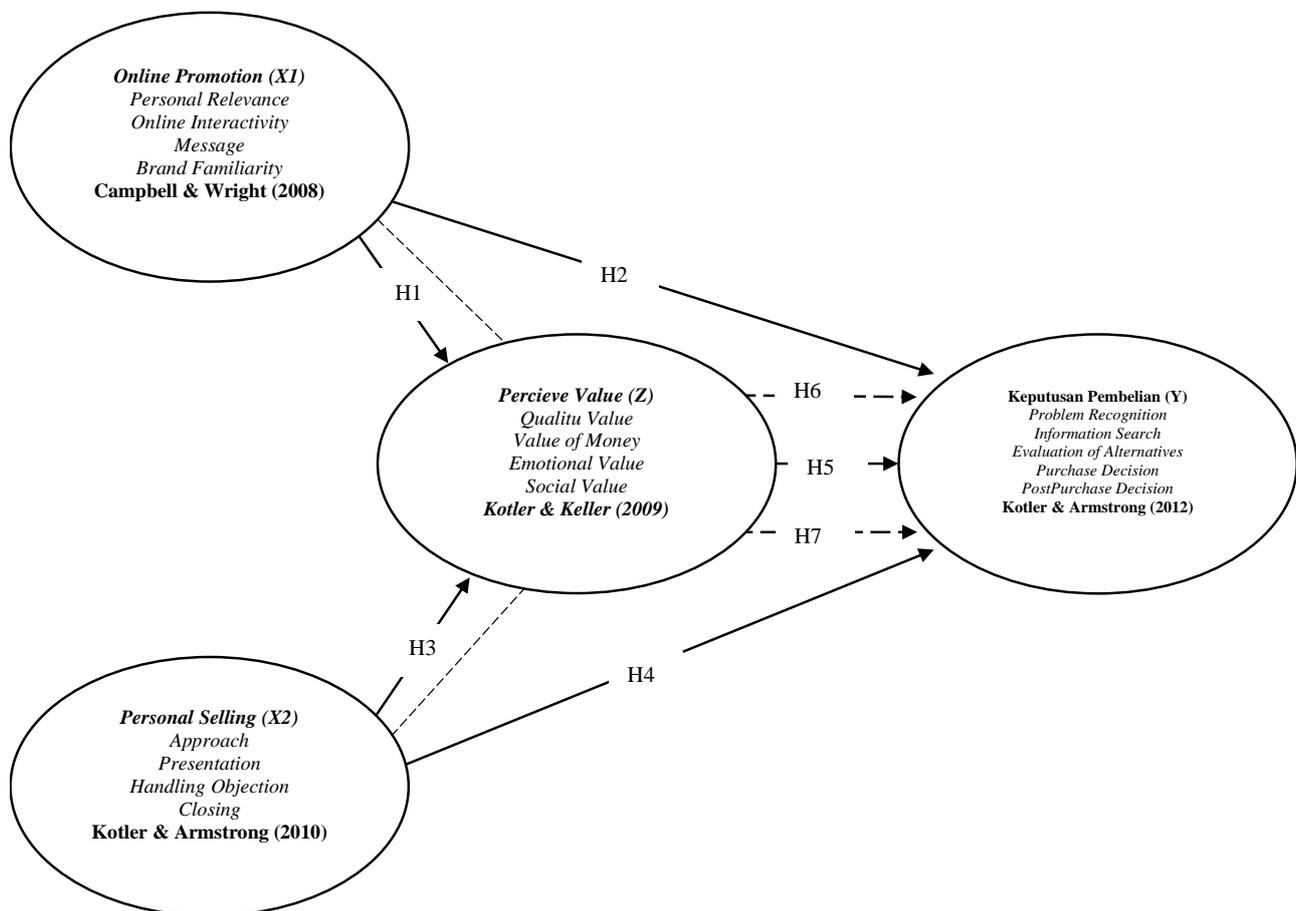

Figure 1. Research Framework

METHODS

This descriptive quantitative study used a causal associative or explanatory method. Sugiyono (2016) states that a causal relationship is a cause and effect relationship so that there are independent variables (influencing variables) and dependent variables (influenced variables). The selection of this explanatory method is to test the proposed hypothesis in order to explain the influence of the independent variables (online promotion and personal selling) on the intervening variable

(perceived value) and its impact on the dependent variable (purchase decisions) either partially or simultaneously.

Variables are the main component of a study besides parameters and indicators. Sangadji and Sopiah (2013) state that a variable is a measurable symptom/value that varies from one to another. Rangkuti (2016) states that selected parameters and variables as analytical tools are indicators in selecting the analytical method for testing a hypothesis.

Table 2. Operational Variable

Variable/variable concept	Dimension (Add sources	Indicator	Measurement unit	Scale
Personal Selling (X_1) Campbell & Wright (2008)	Approach	Neatness of dress Accuracy of visits Friendliness	Neatness level Accuracy level Friendliness level	Ordinal
	Presentation skills	Product mastery Explanation of product advantages Information clarity	Product mastery level Explanation level Information clarity level	
	Handling Objection	Listen to complaint Ability to handle the objection Response clarity	Listen to complaint level Objection handling level Providing response level	
	Closing	The follow-up to the agreement Maintain good relationship	closing level Good relationship level	
Online Promotion (X_2) Kotler & Armstrong (2010)	Personal Relevance	Easy to find	Convenience level	Ordinal
	Online Interactivity Message	Creative and attractive advertising concept Information from website content	Advertising concept level Product information live	
	Brand Familiarity	Word of Mouth	Tingkat WOM	
Perceived Value (Y) Kotler & Keller (2009)	Quality of Value	Consumers feel that Cisauk Point apartments have good building quality and concept. Consumers feel that Cisauk Point apartments have an attractive design	Product quality level Design interest level	Ordinal
	Value of Money	Consumers feel that Cisauk Point has a price that suits the quality Consumers feel that Cisauk Point has a price that suits the location	Pride level Price quality level	
	Emotional Value	Consumers feel satisfied when they own a Cisauk Point apartment	Satisfaction level	

		Consumers feel proud when they own a Cisauk Point apartment	Pride level	
	Social Value	Consumers feel their social status will increase if they own a Cisauk Point apartment.	Social status level	
		Consumers feel more valued when they own a Cisauk Point apartment	Recognition level	
Purchase decision (Z) Kotler & Armstrong (2010)	Problem Recognition	Needs for the product	Need level	Ordinal
		Product suitability with needs	Product suitability level	
	Information Search	Look for product information.	Information search level	
		Get information about the product.	Information level	
		Get an explanation from the salesperson.	Explanation level	
	Evaluation of Alternatives	Knowledge of other similar products	Knowledge level	
		Determine alternative options	Option level	
	Purchase Decision	Understanding of the product	Understanding level	
		Confidence in the product quality	Confidence level	
	Post-Purchase Decision	Assessment after buying the product	Assessment level	
		Recommend the product	Recommendation level	

Source: Processed Data by Researchers, 2020

Population & Sample. The population in this study were consumers who purchased Cisauk Point apartments during the pandemic starting from the beginning of 2020. The researcher distributed questionnaires to obtain data regarding online promotion, personal selling, perceived value and purchase decisions of Cisauk Point apartments. The concept of the sample in this study is a small part of the population selected according to certain procedures and criteria so that they can represent the rest of the population. The determination of the sample used a probability sampling technique involving 182 members of the population. The sample was all consumers who purchased the Cisauk Point apartment during the pandemic in 2020.

Data Analysis Method. The selection of statistical analysis techniques is essential in testing hypotheses. This study used SEM (Structural Equation Marketing) method. This method allowed researchers to include all observed variables according to the theoretical model built using path diagrams. The application program used the SmartPLS software in the calculations (Fandy, 2017). With the help of SmartPLS software, SEM became an alternative technique in SEM analysis where the data used did not have to have a multivariate normal distribution. In this case, the value of the latent variable could be estimated according to the linear combination of the manifest variables associated with a latent variable and treated to replace the manifest variable.

Evaluation of Outer Model. Evaluation of the Outer Model or evaluation of the measurement model was to assess the validity and reliability of the research model. The outer model can be evaluated through reflexive indicators of convergent and discriminant validity for indicators of latent constructs and Composite Reliability and Cronbach Alpha for indicator blocks (Chin, 1998).

Discriminant validity relates to the principle that different construct manifest variables should not be correlated with height. Good discriminant validity is indicated by the square root of AVE for each construct which is higher than the correlation between constructs in the model (Fornell and Larcker, 1981). The rule of thumb for convergent and discriminant validity tests can be seen in the following table:

Table 3.2 Rule of thumb for convergent and discriminant validity tests

Validity	Parameter	Rules
Convergent validity	*Loading Factor*	> 0,70 in confirmatory research
		> 0,60 in exploratory research
	Communality	> 0,50 in confirmatory and exploratory research
	AVE *(Average Variance Extracted)*	> 0,50 in confirmatory and exploratory research
Divergent validity	*Cross Loading*	> 0,70 each variable
	The square root of AVE and the correlation between latent constructs	The square root of AVE > correlation between latent constructs

Source: Fornel and Reckeel, 1981.

Besides the validity test, a reliability test was needed to determine the accuracy of a construct. A reliability test was carried out to prove the accuracy and consistency of the instrument in measuring the construct. The reliability test can be done in two ways: Composite Reliability and Cronbach Alpha. The rule of thumb construct reliability test with reflexive indicators can be seen in the following table.

Table 3.3 Rule of Thumb Construct Reliability Tests with Reflective Indicators

Parameter	Rules
Composite Reliability	> 0,70 for *confirmatory research*
	0,60 – 0,70 acceptable for *exploratory research*
Cronchbach's Alfa	> 0,70 for *confimatory research*

Source: Fornel and Reckeel, 1981

Evaluation of Reflective Model. Evaluation of the reflective indicator model covered examination of (1) individual item reliability, (2) internal consistency or construct reliability, (3) average variance extracted, and (4) discriminant validity. The first three measurements were categorized into convergent validity. Convergent validity measures the correlation between constructs and latent variables. Evaluating convergent validity from individual item reliability can be seen from the standardized loading factor value.

The standardized loading factor describes the correlation between each measurement item (indicator) and its construct. The loading factor value of > 0.7 is said to be ideal. It means that the indicator is valid in measuring the construct. In empirical research, the loading factor value> 0.5 is still acceptable. Thus, the loading factor value of < 0.5 has to be dropped from the model. The squared value of the loading factor value is called commonalities. This value shows the percentage of constructs that can explain the variations in the indicator. The evaluation of individual item reliability results through the standardized loading factor value was followed by internal consistency reliability from Cronbach's Alpha and Composite Reliability (CR) values. Composite Reliability (CR) is better at measuring internal consistency than Cronbach's Alpha in SEM as it does not assume the same boot from each indicator. Cronbach's Alpha predicts lower construct reliability than Composite Reliability (CR).

Evaluation of Formative Measurement Model. The standard validity testing in classical methods cannot be used for formative measurement models, so the concepts of reliability (internal consistency) and construct validity (including convergent validity and discriminant validity) have no meaning when the measurement model is formative. Concerning the formative measurement

model, construct reliability is no longer relevant in testing measurement quality. Then, the right thing to do is to use a rational theoretical basis and expert opinions.

Evaluation of Inner Model (Structural Model). The results of the evaluation of the construct/variable measurement model are evaluated for the structural model or the outer model. The first step was to evaluate the structural model to see the significance of the relationship between the constructs/variables. It can be seen from the path coefficient, which describes the strength of the relationship between constructs. The sign or direction in the path coefficient has to be under the hypothesized theory in which the significance can be seen in the t-test or

CR (critical ratio) was obtained from the bootstrapping process (resampling method). The second step was to assess the value of R2. The interpretation of the value of R2 is the same as the interpretation of R2 of linear regression, namely, the variability of endogenous variables that exogenous variables can explain. Chin (1998) states that the R2 criteria consist of three classifications values of 0.67, 0.33, and 0.19 for substantial, moderate, and weak. Changes in the value of R2 can be used to see whether the exogenous latent variable has a substantive effect on the endogenous latent variable. It can be measured by Effect Size (f2) = R2 Included – R2 Excluded 1 - R2 Included where R Included and R Excluded are R2of the endogenous latent variables obtained when the exogenous variables are included or excluded in the model.

The rule of thumb structural can be seen in the following table.

Table 3.4 *Rule of Thumb Structural*

Parameter	Rules
R-Square	0,67 ; 0,33 dan 0,19 showing strong, moderate and weak model
Significancy	t-value 1,65 (significancy level 10%)
	t-value 1,96 (significancy level 5%)
	t-value 2,58 (significancy level 1%)

Source: Fornel and Reckeel, 1981.

RESULT AND DISCUSSION

Results of Outer Model. The value of the outer model or the correlation between the construct and the variable shows that the overall value of the loading factor is higher than 0.6. Thus, the constructs for all variables are valid. The result of the outer model can be seen below.
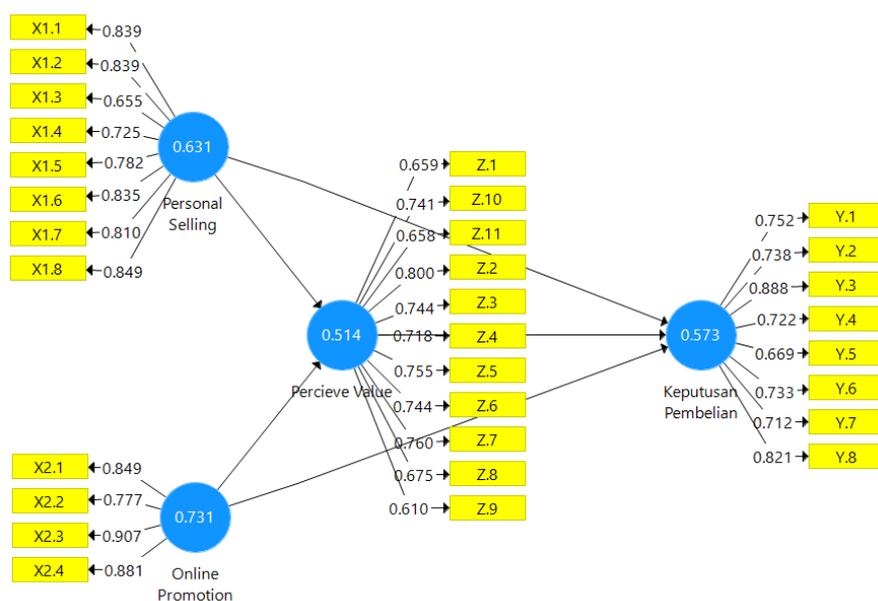

Figure 3. Testing Result

Discriminant Validity Test. After testing the validity using the outer loading value, it continued with the discriminant validity testing using the average variance extracted (AVE) value.

Table 4. Results of Discriminant Validity Test

Variable	AVE or *average variance extracted*
Personal Selling (X_1)	0.631
Online Promotion (X_2)	0.731
Keputusan Pembelian (Y)	0.573
Perceive Value (Z)	0.514

Source: Processed Data by Researchers, 2021

This test was performed to see the difference between variables. This study sees the average variance extracted (AVE) value on all variables obtained as an estimated value of > 0.50. Thus, it is declared valid and eligible for further testing.

Reliability Test. A reliability test was conducted to determine whether or not the variables used in this study were reliable. The reliability test used Cronbach's Alpha and composite reliability values. The results of the reliability test can be seen below.

Table 5. Results of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
Personal Selling (X_1)	0.915	0.931	> 0.70	Reliable
Online Promotion (X_2)	0.876	0.915		Reliable
Purchase Decision (Y)	0.892	0.914		Reliable
Perceive Value (Z)	0.905	0.920		Reliable

Source: Processed Data by Researchers, 2021

Based on the table above, the constructs for the management variables of all variables meet the reliable criteria so that they can be used as reliable measuring tools. It is indicated by the values of Cronbach's Alpha and composite reliability obtained from the SmartPLS. The obtained value is > 0.70 as the recommended criteria.

Coefficient of Determination. The inner model or structural model was tested to see the relationship between the research model's construct, significance value, and R-square.

Table 6. Value of R Square and f Square

Variable	Quadrat *R*	Quadrat *f*
Perceive Value (Z)	0,508	0,246
Purchase Decision (Y)	0,552	0,300

Source: Processed Data by Researchers, 2021

In principle, this study used two variables influenced by other variables. The R Square of Perceived Value (Z) results is 0.508 or 50.8%. It means that the Personal Selling (X1) and Online Promotion (X2) variables can substantially affect the Perceived Value (Z) variable with a level of 50.8%. At the same time, the rest is influenced by other factors outside this study. Then the R Square value of the Purchase Decision variable (Y) is 0.552 or 55.2%. It means that the Personal Selling (X1), Online Promotion (X2), and Perceived Value (Z) variables substantially affect the Purchasing Decision variable (Y) with a level of 55.2%. At the same time, the rest is influenced by other factors outside this study. Then the value of f Square for the Purchase Decision (Y) variable is 0.246, and the Perceived Value (Y) is 0.300. It means that it is higher than 0.1, indicating that the model has predictive relevance.

Hypothesis Test. Hypothesis testing between constructs was performed using the bootstrap resampling method. The significance of the estimated parameters provides helpful information about the relationship between the variables. The basis used in the hypothesis testing is the value of the output path coefficient.

Table 7. Analysis of Direct Effects

	Actual Sample	Mean sample	Deviation Standard	Statistic T	Value P
H1: Online Promotion (X_1)-> Perceive Value (Z)	0.445	0.452	0.111	4.009	0.000
H2: Online Promotion (X_1)-> Purchase Decision (Y)	0.237	0.240	0.102	2.327	0.020
H3 : Personal Selling (X_2) -> Perceive Value(Z)	0.360	0.358	0.095	3.775	0.000
H4 : Personal Selling(X_2) -> Purchase Decision (Y)	0.152	0.151	0.075	2.023	0.044
H5: Perceive Value (Z) -> Purchase Decision (Y)	0.456	0.457	0.103	4.438	0.000

Source: Processed Data by Researchers, 2021

All variables have a positive and significant effect. Based on the analysis of direct effect, the Perceived Value variable has the most significant effect on purchasing decisions, followed by online promotion. The independent online promotion variable affects 0.237 higher than personal selling of 0.152 on purchasing decisions during the pandemic. The perceived value acts as a partial intervening variable because of the presence or absence of Perceived Value mediation. The independent variable has a positive and significant effect on the dependent variable. Thus, the variable that directly influences apartment purchase decisions during the pandemic is Online Promotion.

Table 8. Analysis of Indirect Effect

	Actual Sample	Mean sample	Deviation Standard	Statistic T	Value P
H6: Online Promotion -> Perceived Value -> Purchase Decision	0.203	0.204	0.062	3.255	0.001
H7: Personal Selling -> PerceiveValue -> Purchase Decision	0.164	0.166	0.066	2.478	0.014

Source: Processed Data by Researchers, 2021

The hypothesis testing of the effect of Online Promotion on Purchase Decisions through Perceived Value showed a t-statistics value of 3.255 higher than 1.97 and a p-value of 0.001 lower than 0.05. Thus, it can be concluded that Online Promotion has a significant effect on Purchase Decisions through Perceived Value. Furthermore, the hypothesis testing of the effect of Personal Selling on Purchasing Decisions through Perceived Value showed that the -statistics value of 2.478 was higher than 1.97 and the p-value of 0.014 lower than 0.05. Thus, it can be concluded that there is a significant influence between Personal selling on purchase decisions through Perceived Value. Comparing the analysis of the direct effect between Online Promotion on Purchase Decisions and the indirect influence of Online Promotion through Perceived Value mediation, the indirect effect is higher, although not too significant. The decision to buy an apartment during the pandemic is more influenced by online promotions mediated by perceived value.

Effects of Online Promotion on Perceived Value. Based on the study results, Online Promotion significantly affects Perceived Value. Online promotion is all forms of marketing activities carried out online. This study covered advertisements and product information on websites and social media. Product values that can affect the perception of potential consumers are interior designs and photos of development progress uploaded through the website and social media, which provide more information and form consumer Perceived Value.

The managerial implication of this hypothesis is that as a marketing manager at Cisauk Point, it is necessary to innovate online promotional content on social media and websites. The more interesting the promotional information provided, the higher the positive perception formed by consumers. Promotional activities as a means of communication between producers and consumers

to introduce products, including the colors, shapes and prices, and the quality of products offered or produced by the company. Communication made in marketing products or services can influence perceptions and form an image in the minds of consumers, which is in line with a previous study by Achmad (2015).

Effects of Online Promotion on Purchase Decisions. Based on the study results, Online Promotion significantly influenced the purchase decision of the Cisauk Point apartment during the pandemic. Online promotion is an activity to influence consumers to make purchases by utilizing internet technology. During the pandemic, Online Promotion becomes an alternative for marketers to find potential customers without a face-to-face meeting. The managerial implication of this hypothesis is that the marketing manager at Cisauk Point needs to increase the distribution channels of Online Promotion to increase the number of consumer purchases. The distribution channels used to market products are SEM (Search Engine Marketing), social media marketing, online advertising, email marketing, and video marketing. This study's results align with the previous study by Sadzillah (2016), which suggests that online promotion significantly affects purchasing decisions.

Effects of Personal Selling on Perceived Value. Based on the study results, Personal Selling significantly affects Perceived Value. Consumers' positive perceptions of marketed apartment products can be well-formed by managing relationships through personal selling. It is essential to increase the personal selling competence in conducting personal selling so that the products can be well received by consumers and provide a positive perception of value. The managerial implication of this hypothesis is that the marketing manager needs to conduct regular training on communication skills, product mastery, negotiation skills and dressing for the salesperson. In terms of personal selling, there is a direct influence in face-to-face meetings between sales and buyers. Communicating factors are needed to influence consumers' perceptions of the product before making a purchase decision. Psychological factors are also needed to persuade purchase decisions to have sales transactions. It is in line with a previous study by Irina (2017).

Effects of Personal Selling on Purchase Decision. Based on the results of the study, Personal Selling has a significant influence on Purchase Decisions. Apartments are one of the products in the high involvement category, meaning that the purchase needs a high risk of sacrifices, so the role of personal selling is needed in this Personal Selling case. The better the salesperson's explanation, the easier the potential consumers make a purchase decision. The managerial implication of this hypothesis is that the marketing manager at Cisauk Point needs to increase sales personnel with appropriate qualifications to increase sales. It is necessary to provide regular training and rewards for the salesperson's achievements. It is following a previous study by Cendriyansayan and Ati (2017) that Personal Selling has a significant effect on purchasing decisions.

Effects of Perceived Value on Purchase Decisions. Based on the study's results, Perceived Value significantly influences the Purchase Decision of the Cisauk Point apartment during the pandemic. Perceived value is the perception of value in the minds of consumers of a product. The higher the product value, the higher the Perceived Value of consumers, which can influence and improve purchase decisions. The managerial implication of this hypothesis is that the marketing manager at Cisauk Point needs to observe the competitors concerning price increases, maintain the quality of physical construction work, and improve after-sales services to maintain a balance between consumer sacrifices and the value of the product received. This study's results align with a previous study by Thessalonika and Agus (2017) that perceived value significantly affects purchase decisions.

Effects of Online Promotion on Purchase Decisions through Perceived Value. Based on the study results, Online Promotion through Perceived Value has a positive and significant effect on Purchase Decisions. Digital marketing applied during the pandemic can reach and find more potential consumers. Promotional materials are advertised through the internet to the target market so potential consumers can receive product information well and have a good perception of value. Then, this positive perception can influence potential consumers to decide to purchase a Cisauk Point apartment. The managerial implication of this hypothesis is that the marketing manager at

Cisauk Point needs to innovate the Place and Promotion marketing mix components, for example, expanding the target market and creating interesting marketing content relevant to current trends and expanding online marketing distribution channels.

Effects of Personal Selling on Purchase Decisions through Perceived Value. Based on the study's results, Personal Selling through Perceived Value has a positive and significant effect on Purchase Decisions. Perceived value is consumers' tendency to evaluate the suitability of the product's benefits against the costs or sacrifices incurred. Concerning how consumers perceive products positively in order to make purchase decisions, the role of personal selling is needed to convince consumers that the products are useful and have a high investment value and good quality. The managerial implication of this hypothesis is that the marketing manager at Cisauk Point needs to maximize and improvise the components of the marketing mix (product, price, people, physical evidence) to create a good perception. It is necessary to be more careful in applying policies regarding product prices, product quality, and quality of salesperson in offering products to consumers.

CONCLUSION

Based on the study results, it can be concluded that online promotion and personal selling positively and significantly affect purchasing decisions during the pandemic, both mediated and not mediated by Perceived Value. The mediating variable in this study is partial. Further studies have to use other mediating variables so the results can be complete or even no mediation. Besides, future researchers need to focus on other property buyers such as landed houses, shop houses, and land plots in the Tangerang area so that they can be compared and are expected to provide better results.

The marketing management of Cisauk Point apartments need to increase content relevant to the target market, for example, apartment review, room tour, infographic, Instagram reels, etc. The content can be divided into two purposes: investment and inhabited by highlighting product advantages. It is essential to increase personal selling by recruiting one sales manager with a minimum of 5 sales teams with qualifications of at least one year of experience in apartment sales and increase their competence through regular training to provide a deeper understanding of product knowledge once a month and actively initiate roleplays.

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