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**MARKETING INTERNATIONAL SEMINARS
AND THE 4th INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS**

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The 4th ICOBBI

*The Strategy of Digital in Business
for Gaining Competitive Advantages after Pandemic*



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**Proceeding Book of
The 4th International Conference on Business and Banking Innovations
(ICOBBI) 2022
“The Strategy of Digitalization in Business for Gaining Competitive
Advantages after Pandemic”**

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4th International Conference on Business and Banking Innovations (ICOBBI) with the topic “The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic”. This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4th International Conference on Business and Banking Innovations was held on 29th January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Elisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

I would like to give high appreciation to the Rector of Universitas Hayam Wuruk Perbanas for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE YKPN Yogyakarta, Universitas Negeri Gorontalo, Universitas Surabaya and Universitas Muhammadiyah Surakarta which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program
Universitas Hayam Wuruk Perbanas

Prof. Dr. Tatik Suryani, M.M.



Tabel of Content

Cover.....	i
Co-Host and Sponsorship.....	ii
Committee	iii
Reviewers.....	iv
Foreword.....	v
Table of Content.....	vi

Accounting and Financial Management

The Influence of The Level of Financial Literacy, Materialism and Impulsive Buying to Management Financial Behavior Students Master of Management in Surabaya 1-7
Dominika Rosvita Amadea Tarung; Muazaroh

The Effect of Perception of Confidentiality and Security, Perception of User Satisfaction, and Perception of Easy on The Implementation of E-Filing on Taxpayer Compliance in Submitting Annual SPT (Case Study at KPP Pratama Kebumen) 8-17
Wicak Ari Wibowo; Tri Ciptaningsih

The Effect of Attitude, Subjective Norms, Perceived Behavioral Control, And Tax Knowledge On Studentâ€™S Interest Who Join The Tax Volunteer Program For A Career In Taxation (Empirical Study In 2021)..... 18-26
Dheanira Ayu Hapsari; Tri Ciptaningsih

Differences un the Strenght of Financial Ratios and Financial Distress of Transportation Companies in Indonesia During the COVID-19 Pandemic Era..... 27
Ivana Oktarina Sopacua; Manggar Wulan Kusuma

The Causes of Audit Report Lag..... 28-34
Rusmawan W. Anggoro; Anita Kristiana

Fluctuation Of Rupiah Exchange Value, Interest Rate And Changes In Share Price..... 35-44
Hais Dama; Meriyana Franssisca Dunga

Fraud Financial Statement Detection: Fraud Hexagon Model Analysis in the Financial Sector Listed on the Indonesia Stock Exchange 45-55
Shinta Permata Sari; Diana Witosari

Attaining financial well-being: The essential effects of financial experience, status, and behavior..... 56-66
Mochammad Zakariya Rosyid; Rr. Iramani



Determinant Analysis Affecting The Level of Disclosure of Operations Segments (Empirical Study on Companies Consumer Cyclicals Listed on the Indonesia Stock Exchange in 2017-2019)	67-75
Tetiana Fitriarningsih; Lintang Kurniawati	
The Effect of Asset Management, Leverage, and Free Cash Flow on Firm Value With Dividend Policy as Moderating Variable (Study on Consumer Goods Industry Sector Companies Listed on The Indonesia Stock Exchange (IDX) 2018-2020).....	76-84
Awalia Endang Setyorini; Triyono	
Analysis of Factors Affecting Audit Report Lag Mining Companies Listed On the Indonesia Stock Exchange 2018-2020.....	85-89
Yuli Tri Cahyono; Cindy Elisa Putri;	
The Effect of Dividend Policy and Capital Structure on Company Value with Profitability as Mediation Variable in The Food and Beverage Companies Listed on The IDX in 2015 – 2020.....	90-95
Atikah Resiana Fildzah; Wiwik Lestari	
Factors Affecting Firm Value : Theoretical Study on Public Textile and Garment Manufacturing Company in Indonesia	96- 104
Cholis Hidayati; Lintang Puspitasari Wijanarko	
Principles and Agents: The Phenomenon of Agency Theory in The Business Sector and The Public Sector	105-109
Maulidah Narastri;	
Company value of Indonesia State-Owned Enterprises during the Pandemic-Covid 19....	110
Hwihanus;	
Financial Knowledge, Financial Experience and Income as Determinant of Financial Well-Being in Bali, Indonesia.....	111
Mochamad Hanif Nuruddin; Rr.Iramani	
Behavior of Financial Management as a Mediation of The Influence of Financial Knowledge and Intention Behavior To Well-Being Family Finance	112-118
Dewi Candra Purwati; Rr. Iramani	



The Effect of Fundamental and Macroeconomic Factors to Stock Return..... 119-123
Aprilia Setiadi Lukas; Werner R. Murhadi; Arif Herlambang

Balanced Scorecard Contribution to Business Strategy In PT XYZ National Shipping
Company 124-129
Yudith Agusta; Lutfi

Analysis of The Effect of Current Ratio (CR), Return On Assets (ROA), Debt to Equity Ratio
(DER) and Net Profit Margin (NPM) on Stock Price (Empirical Study on LQ45 Companies Listed
on the Indonesia Stock Exchange for the 2017-2020 Period) 130-136
Ice Diana; Erma Setiawati

The Relationship of Sustainability Reporting Disclosure and Firm Performance, Risk, Value: Study
on Banking Sub Sector Companies Listed Into Indonesia Stock Exchange (IDX) 137-146
Alfiana Mufti Ainuna; Rina Trisnawati

Banking and Shari'a Banking

Stress Test of Financing Quality at Indonesian Islamic Rural Bank Using Montecarlo
Simulation 147-154
Uvy Dian Rizky; Abdul Mongid

Macroeconomic Stress test of Credit Risk in Indonesian Banking using Monte Carlo
Simulation 155-162
Nanda Diyah Syarifah; Abdul Mongid

The Effect of Credit Risk and Efficiency on Capital Adequacy With Profitability as Intervening
Variables. 163-169
Mochamad Syafruddin Aji; Emanuel Kristijadi

Analysis Of The Effect Of Inflation, Capital Adequacy Ratio, Operation Cost Of Operating Income,
And Net Performing Financing On The Profitability Of Sharia Commercial Banks in
Indonesia 170
Rias Hasna Rosabila; Abdul Mongid

The Effect of Liquidity Ratio, Asset Quality Ratio, Sensitivity Ratio, Capital Ratio and Efficiency
Ratio Towards Return On Asset (ROA) on Foreign Exchange National Private Commercial
Banks..... 171-174
Oppi Putri Bunga; Muazaroh





Planned Behavior Theory Testing (Case Study Of Financial Management In A Muslim Family In Sidoarjo)..... 175-180
Wiwik Lestari; Desy Sanggita Fitriany; Merita Dwi Nandasari

Does Competition Make Regional Development Banks More Efficient? 181
Zunairoh; Werner Ria Murhadi; Bertha Silvia Sutejo

Determinants of Indonesian Banking Profitability 182-189
Sholikha Oktavi Khalifaturofi'ah; Achmad Saiful Ulum

The Influence of the Britama Savings Marketing Strategy on Customer Satisfaction at PT. Bank Rakyat Indonesia (Persero), Tbk. Batua Raya Makassar Unit..... 190-200
Dhita Pratiwi Ar; Rini L.; Abdul Gafar Samalam; Halida Sasmita; Hafipah

Business and Marketing

Social Media Marketing Activities, Brand Love and Brand Trust In Willingness to Participate Online (Co-Creation) with Satisfaction as Mediation Variable 201-204
Amilia Jasmin Nabila ; Tatik Suryani

The Influence of Social Media Marketing and Personal Selling on Purchase intention during the pandemic Covid-19: The Case of Discovery Property Agency 205-231
Renaldo Giovanni ; Theresia Gunawan; Istiharini

Factors Influencing Mobile Banking Adoption In Covid 19 Pandemic Period: The Mediating Role Of Behavioral Interest..... 232-241
Noormalita Primandaru; Gita Nirmalasari Triyana;

How Coolness Affects The Brand Image On The Vans Fashion Footwear?..... 242-247
Nuning Kristiani; Andi Muntabilah Naida;

Implementation of Digital Marketing & Knowledge Transfer of Hollandpark Permaculture Products..... 248
Syamsul B Biki; Umin Kango; Vetty D Pulukadang

Knowledge Management: Social Media & Public Knowledge About the Hazard of Mercury 249-254
Dyah Ayu Nuraini; Mohamad Agus Salim Monoarfa; Andi Juanna





Relationship Between Talent Management And Employees Performance: Case In Gorontalo	255-261
Rizan Machmud; Raflin Hinelo; Tineke Wolok; Umin Kango	
The Effect Of Security, Responsiveness, Convenience, And Reliability Of Services On BRI Customer Satisfaction In Using Mobile Banking	262-270
Bramantiyo Adhi; Ronny	
Impact Of Wfh In Surabaya City The Effect Of Workload, Employee Burnout On Work Life Quality And Employee Performance	271
Nanis Susanti;	
Analysis Of Marketing Strategy, Product Quality And Service Quality To Repurchase Intention	272-278
Sumiati;	
The Effect of Customer Satisfaction and Trust on Performance Expectancy and Word of Mouth (WOM) at Shopee Applications Users.....	279-287
Annisa Eka Septiana; Tatik Suryani	
Does Brand Matter in Driving Purchase Intention of the Banking Services?.....	288-295
Muhammad Alvin Juanda; Burhanudin	
The Effect of Perceived Quality and Value on Brand Trust of Express Delivery Services during Pandemic Covid 19 in Indonesia	296
Fika Fahmi Firdaus; Yudi Sutarso	
The Determinants of Brand Equity in Banking	297-306
I Made Gde Pasek Bagiartana; Burhanudin	
Entrepreneurial Intention for Students at Universities in Sleman, Yogyakarta Special Region, Indonesia	307-316
Bambang Kharisma; Irhas Effendi; Dyah Sugandini	
The Effects of Commitment, Perceived Quality, and Satisfaction on Brand Equity: The Medating Role of Brand Trust and Brand Loyalty.....	317-326
Miftakhul Jannah; Burhanudin	
Behaviour Intention of Digital Banking Adoption UTAUT2 and Covid-19 Pandemic as Factors.....	327-335
Popy Novita Pasaribu; Auzi Naufal Rabbani	





Factors Influencing Online Purchase Intention Through E-Commerce in The Millennial Generation 336-345
Delta Sagita Riandana; Delta Sagita Riandana

Analyze of Customer Loyalty on Customer Oriented and Marketing Communication PT. Bank Syariah Indonesia Tbk. 346-348
Verawaty;

The Effect Of Experiential Marketing On E-Wom (Electronic Word Of Mouth) And Customer Value As Intervening Variables In Tourism Destinations Rawa Bento Kerinci Regency Jambi Province. 349
Deci Fachrosi; Johannes; Sylvia Kartika Wulan B

Human Resources

The Effect Of Leadership Style, Work Environment, Compensation On Job Satisfaction At Pt Pln (Persero) Sikka Regency 350-356
Krisanty Natalia Mariani Parera, Emanuel Kristijadi, Tjahjani Prawitowati

The Mediating Role of User Satisfaction in the Influence of Organizational Learning Culture and Online Learning Engagement To Net Benefit Outcome In Indonesia During Covid 19 Pandemic Period 357-362
Heni Kusumawati;

Emotional Intelligence And Apparatus Performance 363-371
Mughtar Ahmad; Djoko Lesmana Radji; Hais Dama

The Internalization of Patient Safety Culture in The Quality of Performance of Nurses in Different Generations of Nurses at The XYZ Hospital, Surabaya 372-377
Sisilia Andri Soelistyani; Ika Yunia Fauzia

The Role of Work Ability and Servant Leadership on Employee Performance in a TIKI Delivery Service Companies in Surabaya..... 378- 384
Siti Mujanah;

The Effect of Organizational Commitment, Organizational Culture,Self-Efficacy on Employee Performance with Job Satisfaction as Mediator Literature Review and Proposed Model .. 385-393
Vega Hardikasari; Burhanuddin; Emma Julianti;

Determinants Of Millenials Employee Engagement In Indonesia: Systematic Literature Review 394-400
Febby Ayu Ramadhani; Tatik Suryani





The Effect Of Employee Engagement, Motivation, And Organizational Culture On Employee Performance During The Covid-19 Pandemic..... 394-400
Ni Sheila Fairuz Ratnasar; Tatik Suryani

Investment, Insurance and Capital Markets, Information System, and Technology Management

The Effect Of Student Environment, Lecturer Environment, And Technology Dimensions On Software User Trust With Student Satisfaction As Intervening Variable (A case study of students taking ERP courses online)..... 405
Prima Rosita Arini Setyaningsih; Lita Kusumasari

Technology Acceptance and Adoption of Mobile Application: A Systematic Review. .. 406-415
Boonchai Wongpornchai; Chonlatis Darawong

Efficiency Level of Malaysian Family Takaful Using Stochastic Frontier Approach.416
Labibah Salsabila; Zubaidah Nasution

The Role of Locus of Control in Examination of Private Sector Employee Retirement plan Model in Surabaya..... 417-425
Ismawati; Rr. Iramani

Analysis of The Indonesia Capital Market Reaction to The Announcement Implementation of Emergency Community Activity Restriction (PPKM) (Event Study on Companies. 426-433
Said Setiandika Pambudi; Suyatmin Waskito Adi

The Effects of Interpersonal Communication and Self-Efficacy on Job Satisfaction of LSP P1 Assessor of Higher Education Institutions in Surabaya, East Java Province, Indonesia. .
Ida Aju Brahmasari; Irmasanthi Danadharta; Ida Aju Brahma Ratih





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The Influence of Social Media Marketing and Personal Selling on Purchase intention during the pandemic Covid-19: The Case of Discovery Property Agency

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ABSTRACT

Many businesses have significantly affected by the Pandemic Covid-19, including property, as a primary human need. The property personal selling, which is one of the effective ways to sell a property, is not sufficient anymore to attract the potential consumer to come and find the property agent. This study uses quantitative research and data were collected from 105 respondents by using questionnaire and purposive sampling technique. The regression results showed that there is a positive correlation between social media marketing and personal selling on interest in buying a property at the Discovery Property Agency. Accordingly, we suggest that it is important to the Agency to pay attention to their social media marketing strategy and enhance the skill of their agents.

Keywords: Social media marketing, personal selling, purchase intention, Covid-19, and property

1. RESEARCH BACKGROUND

Business is a business activity, activity/system that aims to create, provide a value or benefit to an environment or society in the form of goods and services with the hope of providing benefits to ensure survival. Business can be likened to a chain consisting of various e-commerce sites, if one of these chains does not work well then the company's performance cannot function properly, and one very important component is promotion on social media and personal selling to increase purchase interest in the product. / services of the company.

This time of covid-19, we are all forced to run online, including in the *real estate sector*. In accordance with the government's recommendation to avoid crowds, the real estate sector must also start making breakthroughs, namely by using social media. With social media, it is hoped that it can attract potential consumers and its coverage can be wider than *offline*.

1.1. Identification Problem

The Discovery Property office strives for all of its marketing to work effectively and efficiently and to be

able to compete with other agent offices. Therefore, Discovery continues to improve its marketing through social media and improve its personal selling marketing capabilities in order to achieve the company's goals. The object of research:

1. How does social media marketing influence consumers' purchase intentions on Discovery Property?
2. How does personal selling influence consumers' purchase intentions on Discovery Property?
3. How do social media marketing and personal selling influence consumers' purchase intentions on Discovery Property?

1.2 Identification of problems

The Discovery Property office strives for all of its marketing to work effectively and efficiently and to be

able to compete with other agent offices. Therefore, Discovery continues to improve its marketing through social media and improve its personal selling marketing capabilities in order to achieve the company's goals. The object of research:

1. How does social media marketing influence consumers' purchase intentions on Discovery Property?
2. How does personal selling influence consumers' purchase intentions on Discovery Property?
3. How do social media marketing and personal selling influence consumers' purchase intentions on Discovery Property?

1.3 Research purposes

This study aims to determine the relationship between the influence of social media, personal skills and interest in buying a house, and specifically aims to:

- 1) Knowing the effect of social media marketing on consumer purchase intentions on Discovery Property
- 2) Knowing the influence of personal selling on consumer purchase intentions on Discovery Property
- 3) Knowing the effect of social media marketing and personal selling on consumer purchase intentions at Discovery Property?

1.4 Research Use

By obtaining information about the relationship social media management, personal skills on interest in buying a house at Discovery Property are expected to provide benefits both from theoretical and practical aspects, including:

- 1) Science Development

The results of this study can provide additional insight for the development of educational science, especially in the

management of social media and personal selling which are suitable for property agents in general .

- 2) Share all *marketing* at Discovery Property

As input for the Discovery Property office in an effort to improve *marketing performance* through personal selling and better social media management and in order to achieve the company's vision and mission.

1.5 Previous Research

N o	Researcher	Year	Title	Research result
1	Ananda Fortunisa, Andrew Arief Agassi	2012	Television Advertising Messages and Personal Selling: Promotional Tools to improve purchasing decisions	Based on regression analysis, there are positive results between advertising messages and personal selling on purchasing decisions
2	Muhammad Aqsa	2017	The Effect of Online Advertising on Attitudes and Interests in Buying Online in Palopo City	Based on the processing of the SEM model, there is a positive correlation between online advertising and buying attitudes, and buying attitudes have a positive correlation with buying interest

3	Cicik Mintarsih, Sulistiono	2020	The Influence of Personal Selling and Event Marketing on Interest in Further Studies of High School Students at IBI KESATUAN	Based on linear regression analysis, there are positive results between Personal Selling and Event marketing on Students' Interest in Further Studies	<p>$H_0 : = 0$, Personal selling has no effect on Buying Interest</p> <p>$H_1 : 0$, Personal selling has an effect with Buying Interest</p> <p>L The Influence Between Social Media Marketing and Buying Interest</p> <p>Due to the pandemic, there is a shift in the trend of house buying. Due to the pandemic, many people are doing work and are prohibited from traveling, indirectly people are forced to carry out their activities from inside their homes. So that potential consumers who usually contact agents via banners or banners shift and look for the house they want with social media. In order to survive and exist during this pandemic, Discovery must also be active in social media marketing. The hypothesis of this research is</p> <p>$H_0 : = 0$, Social Media Marketing has no effect on Buying Interest</p> <p>$H_1 : 0$, Social Media Marketing has an influence on Buying Interest</p> <p>L The Effect of Social Media Marketing and Personal Selling on Buying Interest</p> <p>Social Media Marketing is very important because it can attract consumers to be interested in listing agents. Personal selling is also important because when interacting directly with consumers, agents must be smart and smart in knowing consumer needs.</p> <p>$H_0 : 1 \Rightarrow 2 \Rightarrow 3 \Rightarrow 0$, Social Media Marketing and Personal Selling have no influence on Buying Interest</p> <p>$H_1 : 1 \Rightarrow 2 \Rightarrow 3 \Rightarrow 0$, Social Media Marketing and Personal Selling have an influence on Buying Interest</p>
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In this study, the authors link social media marketing and personal selling to purchase intention in the Covid-19 condition. Where all companies are forced to switch to social media quickly and dynamically.

And the house is a primary need that is very important for humans such as food and clothing. So this research will be very interesting because house prices are nominally high enough, but extraordinary covid events occur which make all conditions uncertain and agents have to work harder by using personal selling to increase their closing rates.

1.6 Hypotheses and research models

1.6.1 This Research Hypothesis

The hypotheses for this study are:

L Influence Between Personal Selling and Buying Interest

There is a decline in sales during the pandemic, and there are changes to the rules that agents must understand so that they can be explained to consumers. Agents must also be able to identify consumer needs, must be able to find listings according to their expectations, and must be able to complete transactions properly. Therefore, the hypothesis in this study is

L The Effect of Social Media Marketing and Personal Selling on Buying Interest

Social Media Marketing is very important because it can attract consumers to be interested in listing agents. Personal selling is also important because when interacting directly with consumers, agents must be smart and smart in knowing consumer needs.

$H_0 : 1 \Rightarrow 2 \Rightarrow 3 \Rightarrow 0$, Social Media Marketing and Personal Selling have no influence on Buying Interest

$H_1 : 1 \Rightarrow 2 \Rightarrow 3 \Rightarrow 0$, Social Media Marketing and Personal Selling have an influence on Buying Interest



2. THEORETICAL FRAMEWORK

2.1 Definition of Social Media

According to Santoso (2017) social media marketing is a form of marketing used to create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. According to Thoyibie (2010), social media is content containing information, created by people who utilize publishing technology, is very accessible and is intended to facilitate communication, influence and interaction with others and with the general public.

In this technological era, social media is widely used to market and educate the products/services of companies. According to (Kaplan and Haenlein, 2010) social media is a group of internet-based applications built on the ideological and technological foundations of web 2.0, which allows the creation and exchange of generated from user content.

And finally according to Kotler (2012) social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa.

2.1.1 Understanding Social Media Marketing

According to Gunelius (2011:10) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the web. Such as blogging, microblogging, social networking, social bookmarking, and content sharing. Social media marketing is a process that encourages individuals to promote their websites, products or services through online social media channels and to communicate by leveraging a much larger community who are more likely to do marketing than through traditional advertising channels.

According to Neti (2011) social media marketing consists of efforts to use social media to persuade consumers by a company, product or service that means, social media marketing is marketing that

uses online communities, social networks, blog marketing and others.

2.1.2 Indicators of Using Social Media

According to (Solis, 2010:263) that there are 4 indicators in using Social Media, namely:

1. Context "How we frame our stories"

How to assemble words by paying attention to grammar, form, or message content into a series of information that is interesting and can be understood by the audience.

2. Communication (communication) "The practice of our sharing story as well as listening, responding, and growing"

The maker conveys a story or information to others with the aim of providing understanding, changing attitudes, opinions, or behavior to match what the maker expects.

3. Collaboration (collaboration) "Working together to make things better and more efficient and effective"

The way two or more parties can work together is by uniting perceptions, sharing each other's experiences, knowledge, and abilities to make things better and more efficient and effective.

4. Connection (connection) "The relationships we forge and maintain"

How to build a relationship that exists and maintain it so that it remains sustainable so that users feel closer to companies that use social media.

2.2 Understanding Personal Selling

According to Kotler and Armstrong (2012: 408) Personal Selling is a personal presentation of the strength of a sales company for the purpose of making sales and building customer relationships. According to Terence A. Shimp (2010: 281) personal selling is a form of individual communication in which a salesperson relates to potential buyers and tries to influence them to buy their products or services.

Another opinion from Kotler & Keller (2012: 626) personal selling is direct interaction with one or

more prospective buyers to make presentations, answer questions and receive orders.

From this it can be concluded that personal selling is a process of direct interaction between sellers and prospective buyers, where in this interaction there is a process of persuading, informing, and inviting prospective buyers to be interested in the products/services offered.

2.2.1 Personal Selling Characteristics

According to Fandy Tjiptono (2008: 224) there are 3 characteristics of personal selling, namely:

A) Personal Confrontation

The existence of a live, direct and interactive relationship between 2 or more people.

B) Cultivation

The nature that allows the development of all kinds of relationships, ranging from just a buying and selling relationship to a more intimate relationship.

C) Response

Situations that seem to require customers to listen, pay attention, and respond

2.2.2 Dimensions of Personal Selling

According to Kotler and Keller (2016: 673) that the personal selling dimension has 6 important dimensions:

A) Search and select prospects

B) Approach and introduction

C) Presentations and demonstrations

D) Handling rejection

E) Close Seller Transaction

F) Doing follow-up

2.2.3 Personal Selling Function

According to Swastha (2009: 261) one of the functions of personal selling is to make sales face to face (Face to face selling), where the seller directly meets the consumer to offer their products and services. This face-to-face selling is only one of several important functions. The other functions are:

A) Conducting Market Analysis

This activity includes forecasting future sales, knowing and monitoring competitors and paying attention to the environment, especially the social and economic environment

B) Determining Prospective Customers

Activities to find potential customers, creating re-orders for existing customers.

C) Conducting Communication

Communication is very important and must be persuasive

D) Give service

Services provided to customers can be realized in the form of consultation regarding the wishes and problems faced by customers, providing technical services, providing financial assistance, for example in the form of credit, delivering goods to their homes, and so on.

E) Advance Subscription

Salesperson is responsible for all tasks directly related to the subscription. This is intended to direct his duties in order to increase profits.

F) Maintaining Subscription

Creating good will and maintaining good relationship with customers

G) Defining the Problem The

Seller must conduct an analysis of the consumer's efforts as the source of the problem. In addition, it must also find problems related to goods and services, prices and storage systems.

H) Solving problem

I) Managing time

J) Allocating Resources

K) Improve Your Self

2.3 Understanding Purchase Interest

According to Kotler & Keller (2013:137) buying interest is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. According to Julianti (2014: 88) buying interest is a driving force or as an intrinsic motive that can encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively on a product and then make a buying decision.

According to Helmi (2015:15), consumer buying interest is the tendency of respondents to act before the decision to buy an item. From several understandings of buying



interest according to experts, it can be concluded that consumer desires arise because of an interest in goods or services.

2.3.1 Buying Interest Indicator

According to Ferdinand (2014: 189), buying interest can be interpreted in several indicators as follows :

A) Transactional Interest

Someone's interest in buying a product or service

B) Referential Interest

A person's interest in giving references to others

C) Preferential Interest

Describe the behavior of someone who has a major preference for the product.

D) Explorative Interests

The interest of someone who is always looking for information about the product he is interested in by looking for information related to the product.

2.3.2 Factors Affecting Buying Interest

According to Kotler (2012: 182), buying interest is part of buying behavior so that the factors that influence buying interest are more or less the same as the factors that influence buying behavior

A) Cultural Factor

A) Culture

The most basic determinants of desire and behavior

B) Sub Culture

Group a smaller sub-culture that is the identification and socialization that is unique to the behavior of its members. There are four kinds of sub-cultures, namely national groups, religious groups, racial groups and geographical areas.

C) Social class

Groups in society, where each group tends to have the same values, interests and behavior.

B) Social Factor

A) Reference Group

Groups that have a direct or indirect influence on a person's attitudes and behavior. Usually the members of this group are the primary group (family, friends, and co-workers who interact frequently)

B) Family

Family members who can have a very strong influence on buyer behavior.

C) Role and Status

A person's position in each group can be explained in terms of roles and status.

C) Personal Factor

A) Age

A person's purchases of goods and services will change during his life.

B) job

Job groups, companies can produce products according to the needs of certain job groups.

C) Economic Situation

A person's economic condition can be seen from the level of income that can affect product choice.

D) Lifestyle

A pattern of a person's life that is revealed in his activities, interests and opinions that are formed through a social class and work .

E) Personality

Personality is a psychological characteristic that distinguishes each person while self-concept is more towards self-image.

D) Psychological Factors

A) Motivation

A need that is strong enough to drive a person to seek satisfaction of that need.

B) Perception

Individuals selecting, formulating, and interpreting input information from the five senses to create a picture

C) Learning

Learning shows a change in a person's behavior due to experience. Learning occurs through the mutual influence of encouragement, stimulant, response and reinforcement.

D) Confidence and Attitude

Through action and learning people gain beliefs and attitudes that will influence buying behavior. Beliefs are thoughts that a person holds about something

3. RESEARCH METHODS

3.1 Types of research

This type of research is causal associative. According to Sugiyono (2016: 55), causal associative research is research that aims to determine the relationship between two or more variables. Causal associative research is research that aims to determine the effect of two or more variables. This study will explain the influence and influence of the variables studied.

This is in accordance with the research that the researcher did, where the researcher wanted to analyze and find out the influence of the relationship between social media marketing, personal selling on buying interest at the Discovery Property agency office.

3.2 Research methods

According to Abdi (2011), the method is a process or way to conduct research on things and events that are used to find the truth. So that this methodology is the hallmark of udi in science/academics, including the approach.

The method used in this research is a questionnaire. According to Sugiyono (2014: 230), a questionnaire is a data collection technique by which researchers provide a written list of questions to be answered by respondents. In this study, researchers distributed questionnaires directly through the google form.

The data obtained from the questionnaire will be processed and conclusions drawn according to the objectives of this study,

3.3 Research variable

The operational definition of research variables according to Sugiyono (2015, p.38) is an attribute or nature or value of objects or activities that have certain variations that have been determined by researchers to be studied and then drawn conclusions. According to Sugiyono in Siyoto & Sodik (2015), explaining that a variable is anything that has a form that has been determined by the researcher to be studied, so that researchers will obtain information and then draw conclusions.

The variables in this study are the independent/independent variable and the dependent variable:

I. Independent/Independent Variable

According to Sugiyono (2015:39) the definition of the independent variable is a variable that affects or is the cause of change or the symbol of the dependent variable. Meanwhile, according to Nanang Martono (2015:360) the definition of an independent variable is a variable that affects other variables or produces effects on other variables, which are generally in the order of time that occurs first.

The independent variables in this study are social media marketing (x) and personal selling (y).

II. Dependent variable

According to Sugiyono (2015:39) states that the dependent variable is often referred to as the output variable, criteria, and consequences. Sugiyono (2011), The definition of dependent or dependent variable is a variable that is influenced or that becomes a result, because of the independent variable. The dependent variable in this study is buying interest (z)

3.4 Research instrumentation

3.4.1 Measurement

Measurements in this study using a Likert scale. According to Sugiyono (2016) the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In this study, we will use weights on a measurement scale. The following is illustrated in the table.

Answer	Score
Strongly agree	5
Agree	4
Disagree	3
Do not agree	2
Strongly Disagree	1

3.4.2 Variable Operations

According to Sugiono (2019:68) research variable is an attribute or nature or value of people, objects or activities that have certain variations that are determined by researchers to be studied and then conclusions are drawn . Operational variables aim also to determine the scale of measurement, which will be useful in testing hypotheses with the help of appropriate measuring tools.

Variable	Dimension	Indicator	Reference
Social Media Marketing	Context	1) I'm interested in listing information from Discovery Property's social media agents 2) The information provided on the Discovery agent's social media is interesting 3) Discovery's social media accounts make it easier for me to get more complete information about Discovery	Solis, 2010:263
	Communication	Discovery's social media makes it easier for me to ask questions, comments or input	
	Collaboration	1) I can interact directly with Discovery through Discovery's social media 2) I feel the benefits of social media Discovery 3) Discovery's official social media gives me a good view of Discovery	
	Connection	1) Discovery social media gives me the convenience to interact	

		2) Discovery social media provides up to date information	
Personal Selling	Search and select prospects	Discovery agents are friendly and introduce themselves to consumers	Kotler and Keller (2016: 673)
	Approach and introduction	Discovery agents are friendly and introduce themselves to consumers	
	Presentations and demonstrations	Agent Discovery provides information regarding listings to consumers	
	Handling rejection	Agent Discovery provides solutions to consumer problems/complaints	
	Close Seller Transaction	Agent Discovery provides an explanation of the advantages of listing to consumers	
	Doing follow-up	Agent Discovery influences consumers to make purchases	
Buying		I will find out information about the listing that I will buy	Kotler and

Interest	I want to buy this listing after I get the information I need	Keller 2015
	I want to buy this listing after I saw the unit firsthand	

3.5 Data source

3.5.1 Primary data

According to Suharsimi Arikunto (2013:172) the definition of primary data is: "Primary data is data collected through the first party, usually through interviews, traces and others . This study uses primary data because researchers get data through the results of questionnaires filled out by prospective buyers.

3.5.2 Secondary data

Secondary data is data obtained by researchers through various existing sources. Secondary data can be obtained through journals, books. In this study, secondary data used is sales data at the Discovery office in Bandung.

3.6 Data collection technique

According to Suharsimi Arikunto (2000: 134), data collection instruments are tools that are selected and used by researchers in their collecting activities so that these activities become systematic and facilitated by them. This research technique uses questionnaire data using google form.

3.7 Population and Sample

3.7.1 Population

According to Sugiono (2016: 135), the population is a generalization area consisting of objects/subjects that have certain quantities and characteristics set by the researcher to be studied and then draw conclusions . The population in this study are all prospective buyers who have ever wanted to buy through the brokerage services of Discovery Property through social media and have conducted a survey at the location (face to face with an agent).

3.7.2 Sample

According to Sugiyono (2008: 118), the sample is a part of the whole and the characteristics possessed by a population . Due to the limitations of time, effort, and cost, this research will use a sample that is considered representative of the existing population.

3.7.3 Sampling Technique

According to Margono (2004) are: Sampling technique is a way to determine the number of samples in accordance with the sample size that will be used as the actual data source, taking into account the characteristics and distribution of the population in order to obtain a representative sample. In this study using non-probability sampling type. Non-probability sampling is a technique where each element of the population is not given the same opportunity or opportunity to be sampled.

Purposive Sampling more specifically, it uses purposive sampling which is a technique of taking samples on the basis of special selection with categories:

- 1) View the desired home from the Discovery website
- 2) Have met face to face with the Discovery agent to see the desired house

In this study, because the population is very large, the researcher will use the Lemeshow formula for the unknown population.

Then the results obtained that the minimum number of samples required in this study is 96 respondents which will be rounded off by the researcher to 105 respondents.

3.8 Data Collection Process

3.8.1 Questionnaire/ Questionnaire

Questionnaire (Questionnaire) According to Sugiyono (2013: 199) questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. The author will make a statement based on the indicators of the research variables available in the variable operationalization table.

3.9 Data Analyst

Data analysis is the most essential thing in this research. Data analysis is carried out based on the results of data collection that can have value and meaning. According to Siyoto & Sodik (2015), data interpretation is an activity before conducting data analysis, it will be broken down into several small parts and then combined to create a new understanding.

In this study, the author will use statistical data analysis techniques. Statistical methods to test the data are validity and reliability tests to ensure that the existing data are not biased. In the process of this analysis will use the method of multiple linear regression analysis

3.9.1 Validity test

According to Ghazali (2018), measuring validity can be done by doing a correlation between the scores of the

statement items and the variable scores. This validity test is used to measure whether a questionnaire is valid or not. Questionnaires can be declared valid if the existing statements can reveal something measurable.

The testing technique in this research is the Pearson Product Moment, with the following formula:

$$r_{ix} = \frac{n \sum ix - (\sum i)(\sum x)}{\sqrt{[n \sum i^2 - (\sum i)^2][n \sum x^2 - (\sum x)^2]}}$$

Description:

R = Correlation coefficient

N = Number of samples

X = Statement score

Y = Total score

By criteria:

A. If r count is positive and r count > r table, then the valid variable is 71

B. If r count is not positive and r count < r table, then the variable is not valid

C. If the results show a significant value, then each statement indicator is valid

3.9.2 Reality Test

According to Ghozali (2018), the reliability test is a measuring tool in measuring the questionnaire which is an indicator of the variable and can be said to be reliable if the respondents' answers are consistent.

In this study using the Cronbach alpha formula:

$$r_n = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma b^2}{\sigma_1^2} \right]$$

Keterangan:

rn = Realibilitas instrument

k = Banyaknya butir pernyataan

$\sum \sigma b^2$ = Jumlah varian butir

σ_1^2 = Varian total

According to Ghozali (2018) a variable can be declared reliable if it gives a Cronbach Alpha value > 0.60.

3.9.3 Classic assumption test

Classical assumption test is a technique to test whether or not classical assumptions exist

3.9.3.1 Normality test

According to Gozali (2018), the normality test aims to determine whether the existing variables are normally distributed or not. In the test, the Kolmogrov-Smirnov Test was carried out statistically. If the residual is normally distributed, it will have a significance value > 0.005. It can be seen in the spread of points on the diagonal axis of the graph/histogram. The following is the basis for decision making: a. If the probability > 0.05 or the data spreads around the diagonal line and follows the direction of the diagonal line, then the normal distribution pattern is b. If the probability is < 0.05 or the data is spread far from the region and does not follow a diagonal line, then the population is not normally distributed.

3.9.4 Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is or there is no inequality of the residuals. A regression model can be said to be good if there is no heteroscedasticity. The following is the basis of the analysis: a. If the existing points form a certain regular pattern, then there has been heteroscedasticity b. If there is no clear pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity .

To test heteroscedasticity, the researcher used the Spearman's Rho method. According to Jamaluddin & Tommeng (2018) n. Spearman test is done by calculating Spearman rank correlation between absolute variables and independent variables . The value of all spearman ranks is compared with a significance value (α) of 5%. There is no heteroscedasticity if the Spearman rank value is greater than the significance value

3.9.5 Multicollinearity Test

Multicollinearity test is used to test whether there is a correlation between the independent variables in the regression model. The way to find out the existence of multicollinearity is as follows:

A. The amount of VIF or Variance Inflation Factor 10

B. . Amount of Tolerance 0.1

3.9.6 Correlation Analysis

According to Ghozali (2016) Correlation analysis does not distinguish between the dependent variable and the independent variable, but correlation analysis has a purpose to measure the strength of the association. The correlation technique used in this research is Pearson Product Moment with the help of SPSS program.

According to Sugiono (2018) there are guidelines for interpreting the correlation coefficient with the following table:

Pertanyaan	Tingkat Hubungan
0,00 – 0,199	Sangat Rendah
0,20 – 0,399	Rendah
0,40 – 0,599	Sedang
0,60 – 0,799	Kuat
0,80 – 1,000	Sangat Kuat

3.9.7 Simple Linear Regression Analysis

According to Ghozali (2016) regression analysis aims to measure and show the relationship between variables. According to Sugiono (2018), the regression equation can be used to predict the high or low value of the dependent variable. With the following formula:

$$Y = a + bx$$

Y = Predicted value (buying interest)

A = Constant or if the price X = 0

B = Regression coefficient

X = value of independent variable (personal selling and social media marketing)

4. ANALYSIS RESULTS AND DISCUSSION

In this section, we will discuss the results of the analysis of the data that has been obtained by researchers in the field. The analysis starts from the validity and reliability tests, then continues with descriptive analysis to determine the perception of each respondent to the research variables and the last is inferential analysis using multiple regression analysis (multiple regression). The variables in this study are Social Media Marketing, Personal Selling and Buying Interest Property at the Discovery Property Broker with a total of 101 respondents.

4.1 Analysis Results

The results of the analysis in this study began with testing the research instrument consisting of validity and reliability tests, then continued with descriptive analysis in the form of respondent profiles and respondents' responses and finally hypothesis testing was carried out using multiple regression analysis.

4.1.1 Validity and Reliability Test

The validity test was carried out by correlating the answer scores of each question item with the number of variable scores. The correlation technique used is the Pearson product moment correlation technique according to the ordinal data measurement scale. The number used as a comparison to see whether an item is valid or not is 0.196 (the value of r table for sample 101 with degree of freedom = 101-2 = 99).

While the reliability test is used to see the stability or consistency of the measurement results. A measuring instrument is said to be reliable if it is used repeatedly on an object to produce the same results. The reliability technique used is the reliability of the consistency between the items the author uses the Cronbach alpha test.

4.1.1.1 Test the Validity and Reliability of Social Media Marketing Variables (X 1)

The following are the results of the validity and reliability test of the Social Media Marketing variable (X 1) based on the recapitulated output of IBM SPSS 25.0 .

Table 4.1

Social Media Marketing Variable Validity Test

Code	R Count	R Tabel	Keterangan
X1.1	0.685	0.196	Valid
X1.2	0.767	0.196	Valid
X1.3	0.820	0.196	Valid
X1.4	0.845	0.196	Valid
X1.5	0.846	0.196	Valid

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X1.6	0.778	0.196	Valid
X1.7	0.817	0.196	Valid
X1.8	0.804	0.196	Valid
X1.9	0.773	0.196	Valid

Sumber : Lampiran Output SPSS, 2022

The results of the validity test in this research questionnaire must compare the item correlation number with the total correlation obtained with $r_{\text{item}} > r_{\text{table}}$ (Ghozali, 2013:45). Because the correlation number obtained from the questions on the X 1.1 – X 1.9 indicators is above 0.196, the questions are decided to be significant and have good validity .

Table 4.2

Social Media Marketing Variable Reliability Test

Variable	Cronbach Alpha Value	Decision
Social Media Marketing (X 1)	0 . 924	Reliable

Reliability test in this study , using the Cronbach alpha method . A construct or variable is said to be reliable if it gives a Cronbach alpha value > 0.60 (Ghozali, 2013:41) . Based on the calculation of the reliability test that the author has done. It was found that the Social Media Marketing variable (X1) has a Cronbach alpha value above 0.6, which is 0.924, this means that the instrument has reliable results , so this instrument or questionnaire includes reliable instruments and consistent.

4.1.1.2 Personal Selling Variable Validity and Reliability Test (X 2)

The following are the results of the validity and reliability test of the Personal Selling variable (X 2) based on the recapitulated output of IBM SPSS 25.0 .

Table 4.3

Personal Selling Variable Validity Test

Code	R Count	R Table	Description
X 2.1	0.685	0.196	Valid
X2.2 _ _	0.811	0.196	Valid
X2.3	0.832	0.196	Valid
X2.4	0.868	0.196	Valid
X2.5	0.806	0.196	Valid
X2.6	0.818	0.196	Valid
X2.7	0.770	0.196	Valid
X2.8	0.793	0.196	Valid
X2.9	0.718	0.196	Valid
X 2.10	0.553	0.196	Valid

Source: SPSS Output Appendix, 20 2 2

The results of the validity test in this research questionnaire must compare the item correlation number with the total correlation obtained with $r_{\text{item}} > r_{\text{table}}$ (Ghozali, 2013:45). Because the correlation number obtained from the questions on the X 2.1 – X 2.10 indicators is above 0.196, the questions are decided to be significant and have good validity .

Table 4.4

Personal Selling Variable Reliability Test

Variable	Cronbach Alpha Value	Decision
Personal Selling (X2)	0.917	Reliable

Source: SPSS Output Appendix, 2022

Reliability test in this study, using the Cronbach alpha method. A construct or variable is said to be reliable if it gives a Cronbach alpha value > 0.60 (Ghozali, 2013:41). Based on the calculation of the reliability test that the author has done. It was found that the Personal Selling variable (X2) has a Cronbach alpha value above 0.6, which is 0.917. This means that the instrument has reliable results, so this instrument or questionnaire includes reliable and consistent instruments.

4.1.1.3 Test the Validity and Reliability of the Purchase Interest Variable (Y)

The following are the results of the validity and reliability test of the Purchase Interest (Y) variable based on the output of IBM SPSS 25.0 which has been recapitulated.

Table 4.5

Test the Validity of the Purchase Interest Variable (Y)

Code r Count r Table Description

Code	R Count	R Table	Description
Y1 _	0.877	0.196	Valid
Y2 _	0.904 _	0.196	Valid
Y3	0.836 _	0.196	Valid

Y4	0.853	0.196	Valid
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Source: SPSS Output Appendix, 2022

The results of the validity test in this research questionnaire must compare the item correlation number with the total correlation obtained with $r_{\text{items}} > r_{\text{table}}$ (Ghozali, 2013:45). Because the correlation number obtained from the question on the Y1 – Y11 indicator is above 0.196 then the questions are decided significant and have good validity.

Table 4.6

Buying Interest Variable Reliability Test (Y)

Variable	Cronbach Alpha Value	Decision
Buying Interest (Y)	0.890	Reliable

Source: SPSS Output Appendix, 2022

Reliability test in this study, using the Cronbach alpha method. A construct or variable is said to be reliable if it gives a Cronbach alpha value > 0.60 (Ghozali, 2013:41). Based on the calculation of the reliability test that the author has done. It was found that the Buying Interest variable has a Cronbach alpha value above 0.6, which is 0.890, this means that the instrument has reliable results, so this instrument or questionnaire includes reliable and consistent instruments.

4.1.2 Descriptive Analysis

Descriptive analysis includes respondents' perceptions of research variables. In this case the variables in this study are Social Media Marketing, Personal Selling and Buying Interest.

4.1.2.1 Respondent Profile Description

Respondents in this study must have seen the desired house from the Discovery website and have met face-to-face with the Discovery agent to see the desired house. This study involved as many as 201 respondents where the respondents were more than the calculation results from the formula for determining the number of samples. Each respondent is given a questionnaire to answer the questions that have been provided by the researcher. The

following is the answer of each respondent regarding the respondent's profile.

Table 4.3.

Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage
1	26 - 35 Years	61	60.4%
2	> 35 Years	40	39.6%
Total		101	100.0%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents were aged between 26-35 years, namely 61 respondents (60.4%), while those aged > 35 years were 40 respondents (39.6%).

Table 4.4.

Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Man	44	43.6%
2	Woman	57	56.4%
Total		101	100.0%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents were female, namely 57 respondents (56.4%), while the male sex was 44 respondents (43.6%).

Table 4.5

Characteristics of Respondents Based on Domicile Currently Living

No.	Domicile	Frequency	Percentage
1	Bogor	1	1.0%
2	Cimahi	5	5.0%
3	Depok	1	1.0%
4	DKI Jakarta	2	2.0%
5	Garut	1	1.0%
6	Regency. Bandung	10	9.9%
7	West Bandung Regency	7	6.9%
8	Bandung	74	73.2%
Total		101	100.0%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents in this study are domiciled in Bandung City, as many as 74 respondents (73.3%), Bandung Regency, namely 10 respondents (9.9%), West Bandung Regency, namely 7 respondents (6.9%), Cimahi as many as 5 respondents (5.0%), DKI Jakarta as many as 2 respondents (2.0%), and with domicile Bogor, Depok, and Garut, each with 1 respondent (1.0%).

Table 4.6

Characteristics of Respondents Based on Desired Properties

No.	Desired Property	Frequency	Percentage
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1	Warehouse	1	1.0%
2	Virtual Office	1	1.0%
3	Lot	3	3.0%
4	Land Mine	1	1.0%
5	Business Room	1	1.0%
6	Shop	12	11.9%
7	House	82	81.1%
Total		101	100.0%

Source: Primary Data Processing Results, 20 2 2

Based on the table above, it can be seen that the majority of respondents in this study desired property, namely houses as many as 82 respondents (81.2%), shop houses as many as 12 respondents (11.9%), lots of land as many as 3 respondents (3.0%), while warehouses, virtual offices, land mines, and business space, each of which is 1 respondent (1.0%).

Table 4.7 Characteristics of Respondents by Desired Property Area

No.	Desired Property Area	Frequency	Percentage
1	Bandung	72	71.2%
2	Cimahi	5	5.0%
3	Depok	1	1.0%
4	DKI Jakarta	1	1.0%

5	Garut	1	1.0%
6	Regency. Bandung	9	8.9%
7	West Bandung Regency	10	9.9%
8	Borneo	1	1.0%
9	Tangerang	1	1.0%
Total		101	100.0%

Source: Primary Data Processing Results, 20 2 2

Based on the table above, it can be seen that the majority of respondents in this study wanted to own property in the Bandung area, namely 72 respondents (71.2%), West Bandung Regency, namely 10 respondents (9.9%), Bandung Regency, namely 9 respondents (8.9%), Cimahi namely as many as 5 respondents (5.0%), while the areas of Depok, DKI Jakarta, Garut, Kalimantan, and Tangerang are 1 respondent each (1.0%).

Table 4.8

Characteristics of Respondents Based on Desired Property Area

No.	Job status	Frequency	Percentage
1	Employee	34	33.7%
2	Entrepreneur	67	66.3%
Total		101	100.0%

Source: Primary Data Processing Results, 20 2 2

Based on the table above, it can be seen that the majority of respondents in this study had employment status as entrepreneurs, namely 67 respondents (66.3%), while as employees as many as 34 respondents (33.7%).



Table 4.9
Characteristics of Respondents Based on Monthly Average

No.	Average Monthly Income	Frequency	Percentage
1	< 5 Million	12	11.9%
2	5 - 10 Million	35	34.7%
3	> 10 million	54	53.5%
Total		101	100.0%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents in this study had an average monthly income of > 10 million, namely 54 respondents (53.5%), 5-10 million people as many as 35 respondents (34.7%), and with income < 5 million, namely 12 respondents (11.9%).

Table 4.10

Characteristics of Respondents Based on Frequency of Using Social Media

No.	Frequency of Using Social Media	Frequency	Percentage
1	1-3 times per day	23	22.8%
2	4 - 6 Times Per Day	32	31.7%
3	More than 7 times per day	46	45.5%
Total		101	100.0%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents used social media in this study more than

7 times per day, namely 46 respondents (45.5%), then with a frequency of 4-6 times as many as 32 respondents (31.7%), and with a frequency of 1-3 times per day as many as 23 respondents (22.8%).

Table 4.11

Characteristics of Respondents Based on Frequency of Using Social Media

No.	Social Media Used	Frequency	Percentage
1	Facebook	32	31.7%
2	Instagram	82	81.2%
3	Tiktok	26	25.7%
4	Whats App	92	91.1%
5	Twitter	11	10.9%
6	Discord	7	6.9%
7	Home.com	1	1.0%
Total		251	248.5%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents use social media Whats app as many as 92 respondents (91.1%), Instagram as many as 82 respondents (81.2%), Facebook as many as 32 respondents (31.7%), Tiktok as many as 26 respondents, Twitter as many as 11 respondents (10.9%), discord by 7 respondents (6.9%), and rumah.com by 1 respondent (1.0%).

Table 4.12

Characteristics of Respondents Based on Duration of Using Social Media

No	Duration of Using Social Media	Frequency	Percentage
1	<30 Minutes Per Day	14	13.9%
2	30 - 60 Minutes Per Day	27	26.7%
3	> 1 Hour Per Day	60	59.4%
Total		101	100.0%

Source: Primary Data Processing Results, 2022

Based on the table above, it can be seen that the majority of respondents used social media durations in this study > 1 hour per day, namely 60 respondents (59.4%), then between 30-60 minutes per day as many as 27 respondents (26.7%), and with a duration of using social media < 30 minutes, namely 14 respondents (13.9%).

4.1.2.2 Description of Respondents Perception

The description of the respondent's response data can be used to enrich the discussion, through the description of the respondent's response data it can be seen how the condition of each variable indicator is being studied. In order to make it easier to interpret the variables being studied, the respondent's response scores were categorized. The principle of categorization is based on the weight of the score by looking for the interval distance from each category based on the highest and lowest scale values, resulting in the following classification:

Table 4.13

Score Interpretation Category

No	Percentage	Category
1	20% - 36.0%	Very Not Good
2	36.1% - 52.0%	Not good
3	52.1% - 68.0%	Pretty good
4	68.1% - 84.0%	Good

5	84.1% - 100%	Very good
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Source: Arikunto (2006)

A. Respondents' Responses to Social Media Marketing Variables (X1)

Social Media Marketing has four dimensions, namely Context, Communication, Collaboration, and Connection. The following is the respondent's opinion regarding the Social Media Marketing variable.

Table 4.14 AT attachment
Of Social Media Marketing Variables (X1)

Source: Primary Data Processing Results, 2022

The table above describes the respondents' responses regarding the social media marketing variable. Based on the processing results presented in the table above, it can be seen that the respondents rated the social media marketing variables as being in the range of 413 (81.8%) – 434 (85.9%). The lowest score is on the Collaboration indicator dimension X1.6 "I can interact directly with Discovery through Discovery Property social media" and the highest score is on the Connection indicator dimension X1.9 Discovery Property's social media provides up to date information. The total mean value for the Social media marketing variable is 432 (83.8%) with an ideal score of 505. The sum of these scores is entered into a continuum line, the measurement of which is determined in the previous point.

Figure 4.1

Continuum Line of Social Media Marketing Variables (X1)

Ideally, the expected score for respondents' answers to the social media marketing variable is 505 (100%). Meanwhile, the calculation in the table shows the value obtained for the social media marketing variable is 423 or 83.8% of the ideal score of 505 (100%). Thus, the respondents considered the social media marketing variable to be in the good category (68.1% - 84.0%).

B. Respondents Respond to Personal Selling Variables (X2)

The personal selling variable has five dimensions , namely approach and introduction , presentation and demonstration, handling rejection, closing the transaction, and doing follow-up . The following is the respondent's opinion regarding Personal Selling .

Table 4.15 at attachment

Descriptive Analysis of Personal Selling Variables

Source: Primary Data Processing Results, 20 2 2

The table above describes the respondents' responses to the personal selling variable. Based on the processing results presented in the table above, it can be seen that the respondents rated the personal selling variable as being in the range of 404 (80.0%) – 441 (87.3%). The lowest score is on the dimension of doing follow-up indicator X2.10 "Agent Discovery influences consumers to make a purchase" and the highest score is on the dimension of approach and introduction indicator X2.3 " I think the Discovery Property agent has introduced himself before offering the product". The total average value for the personal selling variable is 430.5 (85.2%) with an ideal score of 505. The total score is entered into a continuum line, the measurement of which is determined in the previous point.

Ideally, the expected score for respondents' answers to the personal selling variable is 505 (100%). Meanwhile, the calculation in the table shows the value obtained by the personal selling variable is 430.5 or 85.2% of the ideal score of 505 (100%). Thus, respondents assess the personal selling variable in the very good category (84.1% - 100%).

C.Respondents' Responses to Buying Interest Variables (Y)

The buying interest variable has four dimensions , namely transaction value, preferential value, reversal value, and explorative intention. The following is the respondent's assumption regarding the buying interest variable :

Table 4.16 at attachment

Of Buying Interest Variables

Source: Primary Data Processing Results, 20 2 2

The table above describes the respondents' responses to the variable of buying interest. Based on the processing results presented in the table above, it can be seen that the respondents rated the buying interest variable as being in the range of 416 (82.5%) – 428 (84.8%). The lowest score is on the preferential intention dimension of the Y2 indicator "I choose the Discovery Property in fulfilling

my need for the Discovery Property property that attracts my attention" and the highest score on the reversal intention dimension of the Y3 indicator "I am willing to recommend the Discovery Property to others" and the explorative intention dimension indicator Y4 "I am interested in getting more property information from Discovery Property". The total average value for the buying interest variable is 422.75 (83.7%) with an ideal score of 505. The total score is entered into a continuum line, the measurement of which is determined in the previous point.

Ideally, the expected score for respondents' answers to the buying interest variable is 505 (100%). From the calculation in the table shows the value obtained for the buying interest variable is 422.75 or 83.7% of the ideal score of 505 (100%). Thus, the respondents considered the buying interest variable to be in the good category (68.1% - 84.0%).

4.1.3 Inferential Analysis

Multiple regression analysis . Multiple regression is used to find the effect of the independent variable on the dependent directly. Before performing multiple regression analysis, first the classical assumption test will be calculated with the aim that the resulting equation is a good and unbiased equation.

4.1.3.1 Classic assumption test

The classical assumption test used is the normality test, multicollinearity test and heteroscedasticity test as follows.

A)Normality test

Normality test to test whether in a regression model, the dependent variable , the independent variable , or both have a normal distribution or not . A good regression model is to have a normal distribution or close to normal.

To detect whether the regression model is normally distributed or not, the Kolmogorov-Smirnov test is used, provided that the data is normally distributed if the sig value is above 0.05. The results of the normality test can be seen from the table below.

Table 4.17

Data Normality Test

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			101
Normal Parameters a,b	Mean		.0000000
	Std. Deviation		.41984575
	Absolute	Most Differences	.140
	Positive		.106
	Negative		-.140
Test Statistic			.140
Asymp. Sig. (2-tailed)			.200c
A. Test distribution is Normal.			
B. Calculated from data.			
C. Lilliefors Significance Correction.			

Sumber : Lampiran Output SPSS, 2022

The data is said to have a normal distribution if it has an asymp.sig value of more than 0.05. Based on the table of normality test results, it can be seen that the asymp.sig value has a value of 0.082 and this value is greater than 0.05. So it can be said that the regression model has a normal distribution.

B) Multicollinearity Test

Multicollinearity testing aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between independent variables. A

good regression model should not have a correlation between the independent variables.

If in the regression model that is formed there is a high or perfect correlation between the independent variables, then the regression model is declared to contain multicollinear symptoms. Sulyanto (2011:90) multicollinearity test by looking at the TOL (tolerance) and variance inflation factor (VIF) of each independent variable on the dependent variable. If the VIF value is not more than 10, then the model is declared to have no symptoms of multicollinearity. For the results of the multicollinearity test, it can be seen from the following table 4.20 .

Table 4. 18

Multicollinearity Test Table

Coefficients a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Media Marketing	.341	2,934
	Personal Selling	.341	2,934
A. Dependent Variable: Buying Interest			

Source: SPSS Output Appendix, 20 2 2

The multicollinearity test is based on the provision that the tolerance value must be above 0.1 and the VIF value has a value less than 10. The table above shows that the tolerance value is above 0.10 , which is 0.341 . And the VIF value is below 10. So it can be concluded that there is no multicollinearity problem in the regression model.

C) Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one observation residual to another observation, or else. If the variance of the residuals from one observation to another observation remains, it is called homoscedasticity, while if it is different it is called heteroscedasticity. A good regression model does not have heteroscedasticity problems.

Heteroscedasticity test was carried out using the Spearman Rank test. This test is carried out by regressing the independent variables with the absolute residual variables. The following results from heteroscedasticity testing are as follows.

Table 4.19

Heteroscedasticity Test

Correlations			
			Abs_Residual
Spearman's rho	Social Media Marketing	Correlation Coefficient	-.063
		Sig. (2-tailed)	.529
	Personal Selling	N	101
		Correlation Coefficient	-.078
		Sig. (2-tailed)	.439
		N	101

Source: SPSS Output Appendix, 2022

The variable is said to have no heteroscedasticity problem if the significance value is above 0.05. Based on the results of heteroscedasticity testing using the Spearman Rank test, it can be seen that the significance value for the Social Media Marketing and Personal

Selling variables does not have a significant absolute residual relationship. So it can be concluded that there is no heteroscedasticity problem in the regression model. All classical assumption tests have been met so that multiple regression analysis can be continued because it has been found that there is no violation of classical assumptions.

4.1.3.2 Multiple Regression Equation

Multiple linear regression analysis method is used to see the effect Social Media Marketing (X1) and Personal Selling (X2) To Buying Interest (Y). Multiple linear regression analysis is formulated with the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Where :

Y = Buying Interest

X1 = Social Media Marketing

X2 = Personal Selling

A = Constant

B1, b2, ... = Regression Coefficient

E = error model

The results of processing SPSS 25.0 software for multiple regression analysis are presented in the following table:

Table 4.20

Multiple Regression Analysis

Coefficients a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations
	B	Std. Error				
1 (Constant)	0.319	0.231		1.379	0.171	

Pemasaran Media Sosial	0.542	0.106	0.495	5.119	0.000	0.800
Personal Selling	0.433	0.111	0.376	3.884	0.000	0.777
A. Dependent Variable: Minat Beli						

Source: SPSS Output Appendix, 20 2 2

Based on the results of the calculations in the table above, the form of the multiple linear regression equation is obtained as follows:

$$Y = 0,319 + 0.542 X_1 + 0.433 X_2 + e$$

The value of the regression coefficient on the independent variables illustrates that if it is estimated that the independent variable increases by one unit and the value of the other independent variables is estimated to be constant or equal to zero, then the value of the dependent variable is estimated to increase or decrease according to the sign of the regression coefficient of the independent variable.

The sign of the regression coefficient of the independent variable shows the direction of the relationship of the variable concerned with Purchase Interest. The regression coefficient for the independent variable X₁ is positive, indicating a unidirectional relationship between Social Media Marketing (X₁) with Purchase Interest (Y). The regression coefficient for the X₁ variable of 0.542 means that for every increase in Social Media Marketing (X₁) of one unit, it will cause an increase in Purchase Interest (Y) of 0.542 units.

The regression coefficient for the independent variable X₂ is positive, indicating a unidirectional relationship between Personal Selling (X₂) and Purchase Interest (Y). The regression coefficient for the X₂ variable of 0.433 means that for every increase in Personal Selling (X₂) of one unit, it will cause an increase in Purchase Interest (Y) of 0.433 units.

4.1.3.3 Hypothesis test

Hypothesis testing is carried out to prove whether Social Media Marketing and Personal Selling have a significant effect on Buying Interest either partially or simultaneously. So in testing this hypothesis, two

hypotheses were used, namely partial hypothesis testing and simultaneous hypothesis testing.

1. Partial Hypothesis Test (t Test)

In the partial hypothesis, the t-test is used to test whether individually, the variables of Social Media Marketing and Personal Selling have a significant effect on Buying Interest.

A. Social Media Marketing on Buying Interest

Analysis of the influence of Social Media Marketing variables (X₁) to Purchase Interest (Y) the results are obtained based on the output of IBM SPSS v25.0. The following are the results of the analysis of the influence of Social Media Marketing on Buying Interest.

Table 4. 2 1

T-test on Buying Interest

Coefficients a							
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations
		B	Std. Error				
1	(Constant)	0.319	0.231		1.379	0.171	
	Social Media Marketing	0.542	0.106	0.495	5.119	0.000	0.800
	Personal Selling	0.433	0.111	0.376	3.884	0.000	0.777
A. Dependent Variable: Buying Interest							

Source: SPSS Output Appendix, 20 2 2

Based on the table above, it can be seen that the direction of the relationship between Social Media Marketing and Buying Interest is positive, which can be seen from the Social Media Marketing coefficient value in column B, where it is written 0.542 which means that when there is an increase in Social Media Marketing, it will increase Buying Interest.

Then the author tested the hypothesis using the t test which has the following conditions.

If t count > t table then H 0 is in the rejection area, meaning that Ha is accepted or there is an influence.

If t count < t table, then H 0 is in the reception area, meaning that Ha is rejected or has no effect.

Hypothesis 1:

H 01 : There is no significant effect of Social Media Marketing on interest in buying property

H a1 : There is a significant influence of Social Media Marketing on interest in buying property

Based on the previously stated provisions, where the t - count is 5.119 and the degrees of freedom (nk-1) or 101-2-1 = 98, the t-table number is 1.984, so t - count > t - table. This means that H0 is rejected and Ha is accepted, then there is a significant influence between Social Media Marketing to Purchase Interest . Thus the hypothesis which states that there is an influence between Social Media Marketing on Buying Interest . (Hypothesis 1 is accepted)

B. Personal Selling on Buying Interest

Analysis of the influence of the Personal Selling variable (X 2) on Purchase Intention (Y) obtained results based on the output of IBM SPSS v25.0 . Here are the results of the analysis of the influence of Personal Selling to Purchase Interest .

Table 4. 2 2

Coefficients a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations
	B	Std. Error				

1 (Constant)	0.319	0.231		1.379	0.171	
Social Media Marketing	0.542	0.106	0.495	5.119	0.000	0.800
Personal Selling	0.433	0.111	0.376	3.884	0.000	0.777

A. Dependent Variable: Buying Interest

Source: SPSS Output Appendix, 20 2 2

Based on the table above, it can be seen that the direction of the Personal Selling relationship is with Buying Interest is positive as seen from the coefficient value of Social Media Marketing in column B, there is written 0.433 meaning when there is an increase in Personal Selling it will increase Buying Interest.

Then the author tested the hypothesis using the t test which has the following conditions.

If t count > t table then H 0 is in the rejection area, meaning that Ha is accepted or there is an influence.

If t count < t table, then H 0 is in the reception area, meaning that Ha is rejected or has no effect.

Hypothesis 2 :

H 0 2 : There is no significant effect of Personal Selling on interest in buying property

H a 2 : There is a significant influence Personal Selling on interest in buying property

Based on the provisions that have been stated previously, where the obtained t - count is 3.884 and degrees of freedom (nk-1) or 101-2-1 = 98, the number t table is 1.984, so t - count > t - table. This means that H0 is rejected and Ha is accepted, then there is a significant influence between Personal Selling to Purchase Interest . Thus the hypothesis which states that there is an influence between Personal Selling on Buying Interest . (Hypothesis 2 accepted)

2. Simultaneous Hypothesis Testing (F Test)

Based on the results of calculations using SPSS 24.0, to find out whether the variables of Social Media Marketing and Personal Selling have an effect on Buying Interest together or simultaneously. The technique for getting the calculation results is using the F test (simultaneous test) with the following results:

Table 4.23

Simultaneous Hypothesis Test

ANOVA a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38,826	2	19,413	107,929	.000b
	Residual	17,627	98	.180		
	Total	56,453	100			

A. Dependent Variable: Buying Interest

B. Predictors: (Constant), Personal Selling, Social Media Marketing

Source: SPSS Output Appendix, 2022

Based on the calculation results, it is known that the value of F - count is 107.929 and then the significance value (sig.0.000), when compared between the significance value (sig) and the alpha value ($\alpha = 0.05$), the significance value is smaller than the alpha value, meaning that the variables of Social Media Marketing and Personal Selling have a significant influence. Together. Then the authors test the hypothesis with the F test, with the following conditions:

If $F - \text{count} > F - \text{table}$, then H_0 is rejected and H_a is accepted, which means that there is a significant influence between Social Media Marketing and Personal Selling variables on Buying Interest.

If $F - \text{count} < F - \text{table}$, then H_0 is rejected and H_a is rejected, which means that there is no significant effect between Social Media Marketing and Personal Selling variables on Buying Interest.

Hypothesis 3:

H_0 : There is no significant effect of Social Media Marketing and Personal Selling on interest in buying property

H_a : There is a significant influence of Social Media Marketing and Personal Selling on interest in buying property

Based on the provisions stated above, where the F - count is 107.929 and degrees of freedom ($nk-1$) or $101-2-1 = 98$, the F - table number is 3.089 while the F - count is 107.929, so that $F - \text{count} > F - \text{table}$ means H_0 is rejected and H_a is accepted then it means that there is a significant influence between Social Media Marketing variables and Personal Selling to Buying Interest.

4.1.3.4 Correlation coefficient

Pearson correlation coefficient is used to determine the close relationship of the variables of Social Media Marketing to Purchase Intention and also Personal Selling to Purchase Intention partially. The following are the results of the calculation of the correlation coefficient based on the SPSS output.

Table 4.24

Correlation coefficient

Correlations				
		Social Media Marketing	Personal Selling	Buying Interest
Social Media Marketing	Pearson Correlation	1	.812**	.800**
	Sig. (2-tailed)		.000	.000



Personal Selling	N	101	101	101
	Pearson Correlation	.812**	1	.777*
	Sig. (2-tailed)	.000		.000
Minat Beli	N	101	101	101
	Pearson Correlation	.800**	.777**	1
	Sig. (2-tailed)	.000	.000	
	N	101	101	101

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the calculation results, it can be seen that the correlation coefficient value of Social Media Marketing with Buying Interest is 0.800 with a significant relationship because the sig value is below 0.05. The correlation coefficient of 0800 is included in the category of a strong relationship, meaning that there is a strong relationship between Social Media Marketing and Buying Interest. The correlation coefficient between Personal Selling and Buying Interest is 0.777 with a significant relationship because the sig value is below 0.05. The correlation coefficient of 0.777 is included in the category of a strong relationship, meaning that there is a strong relationship between Personal Selling and Buying Interest.

4.1.1.5 Coefficient of Determination (R²)

The coefficient of determination is used to see the magnitude of the influence of Social Media Marketing and Personal Selling on Buying Interest. The following are the results of the calculation of the coefficient of acceptance based on the SPSS output.

Coefficient of Determination

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.829 ^a	0.688	0.681	0.42411
A. Predictors: (Constant), Personal Selling , Social Media Marketing				
B. Dependent Variable: Buying Interest				

Based on the table above, it can be seen that the value of the simultaneous correlation coefficient is 0.8 29 then the coefficient of determination (R²) is obtained a value of 0.688. This means that there is an influence between the variables of Social Media Marketing and Personal Selling on Purchase Interest of 68.8 % while the remaining 31.2% is the influence of other variables that the researcher did not involve in this study.

Then to answer the problem formulation regarding the magnitude of the influence of Social Media Marketing and Personal Selling on Interest in Buying property then the calculation of the magnitude of the partial effect is carried out as follows.

Table 4. 2 6

Partial Influence

Variable	Standard ized Coefficients Beta	Correlations Zero Order	Total Influence	Total Influence (%)
Social Media Marketing	0.495	0.800	0.396	39.6%

Personal Selling	0.376	0.777	0.292	29.2%
Total Effect (R ²)			0.688	68.8%

The large influence of Social Media Marketing on Buying Interest is 39.6 %. Meanwhile, the influence of Personal Selling on Buying Interest is 29.2 %. So when added up, the total effect becomes 68.8 % (R² = coefficient of determination)

Based on the description above, it can be concluded that the hypothesis test is described as follows:

H1 : The first hypothesis can be accepted because there is a significant influence of Social Media Marketing on Property Purchase Interest on Discovery Property .

H2 : The second hypothesis can be accepted because there is a significant influence of Personal Selling on Buying Interest properties on Discovery Property

H3 : The third hypothesis can be accepted because there is a significant influence between Social Media Marketing and Personal Selling to Buying Interest property in the Discovery Property .

5.CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the attached analysis and the discussion in chapter IV regarding the Effect of Social Media Marketing and Personal Selling on Interest in Buying Property at Broker Discovery, the authors draw several conclusions:

1. Based on the T test on the social media marketing variable, it has a positive impact on buying interest through SPSS of 0.542 .
2. Based on the T-test on the personal selling variable, it has a positive impact on buying interest through SPSS of 0.433 .

There is a fairly strong positive influence between social media marketing and personal selling on buying interest, so that Discovery agents who have good social media marketing and personal selling skills may be able to increase their potential consumer's property purchase interest

5.2 Suggestions

Here's the researcher's suggestion

1. Researchers suggest that Discovery Property's social media marketing should be consistent and have content that is always useful, and continue to improve the quality of its photos and videos.

2. Personal Selling is good, but still needs to be improved. Especially in the aspect of " Agent Discovery influencing consumers to make a purchase ", should be more lobbying to prospective buyers.

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