

# Influence of Salesperson'role in Increasing Sale Volume of MMD Mineral Sizing Crusher Machine in Pt. Xyz

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## **Abstract:**

Marketing is an overall system of a bussiness activity designed to plan, determine price and promote goods of high satisfaction for current consumers as well as potential consumers. In other word, marketing is all bussiness activities related to the flow of goods from producers to the final consumers. Promoting action carried out by PT. XYZ (XYZ LTD.) is emphasized mainly on salesperson's activities. Here salesperson plays a key role in supporting the sale volume of crusher machines. Salesperson is simply a means of making producers and prospective consumers get connected each other particularly in the form of conveying to the consumers and receiving from the producer clear informations as to the products offered.

**Keywords:** Marketing, salesperson 'role and sales volume.

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## **I. Introduction**

As rapidly developing country, Indonesia is in a tight competition era of trade. In order to survive, Indonesia has to develop its economy by increasing added value in products of industrial sectors such as ability of competing advantageously. Indonesia is superior in industry as it has abundant natural resources but inferior in high technology and qualified human resource.

The ability of a bussiness to run well is dictated by a great number of factors. Among them are human resource, well mastering of technology, access to information, output markets and inputs. In later decades, the dynamic progress of bussiness environment also influences big, medium and small size of bussiness. (Setiarini, 2020).

In addition to production factors, marketing and sale are important factors for bussiness to attract consumers. These activities are embodied by applying sale techniques or salesmanship by salespersons via direct or face-to-face contact with customers to offer the products. These activities are aimed at increasing bussiness's profit through sales. The role of salespersons is quite important and decisive because users or customers of the product offered, i.e., MMD cruher machines, are limited in number, in this case at mining sector only.

## **II. Literatures**

### **Marketing theory**

According to Phillip Kotler (2021), marketing is a social and managerial process through which someone or a group of people get something they need and wish through creation and exchange of product as well as value.

Sofyan Assauri opined (2017) that marketing is human activity aimed at fulfilling and satisfying his or her need and wish through exchange. Based on British Institute of Marketing, marketing is

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Management function that organizes and directs all bussiness's activities encompassing assessment and the change consumer's purchase power into effective demand for goods and service and their conveyance to the consumers or end user. By this, the bussiness or company is expected to earn profit or another purpose having been set.

According to George R. Terry (2014), marketing comprises activities usually related to sale and industries. The activities encompass efforts required to meet the seller and buyer's need. It can be deduced from definitions cited above that marketing is simply an integrated effort for the development of strategic plans aimed at satisfying the need and wish of buyers in the search for maximum profit.

### **Teori Bauran Pemasaran (7P)**

According to Winardi, SE (2018), market mix is a group of controlled variables that can be used by business or company to influence buyers' reaction. Drs. Basu Swastha and Drs. Irawan MBA opine that market mix is a combination of four variables or activities being the core of business marketing system, i.e., products, price structure, promotion activities and distribution system.

#### 1. Products

Decisions concerning products consist of the determination of physical form of their bid, their trademark, packages, guarantee and their aftersale service. Products could be developed following the analysis of the need and market's wish.

#### 2. Price

Cost price of products or service offered to consumers is determined by marketing department.

Factors necessarily considered in the determination of cost price are *inter alia* cost, profit, competitors strategies and sudden change in consumers' demand. This price policy is related as well to the number of discount, possible mark-up, mark-down and others.

#### 3. Place

There are three main aspects so far related to decisions concerning the distribution of goods or products. They are:

1. Company's transportation system

2. Storage system

3. The choice of distribution channels.

Based on the three aspects, distribution refers to policy a company or business chooses to determine an accurate channel to properly convey products or goods to the consumers.

#### 4. Promotion

Promotion includes advertising, personal selling, selling promotion and publicity. Effective as well as efficient advertising depends on the proper choice of advertisement medium, its form and message conveyed by the advertisement. It is the task of management to drill and guide salesperson in promotion activities such as to choose the proper medium for advertisement, withdraw the advertisement from public space, compensate the sales person for any damage or loss he bears, and supervise the task of salesperson.

### **Theory of Promotion**

Promotion is company's effort to promote selling and convey reliable communications to the buyers (Kotler, Keller, 2021). Being one variable of market mix, promotion is active as well as dynamic and plays an important role in business for being in direct contact with human beings having various needs. When a product gets closer or comes to customer through distribution, a decisive step emerges and causes a buying process or an exchange between seller and consumer after promotion.

The followings are variables of promotion mix.

#### 1. Advertisement

Advertisement gives legitimacy to product and acts as a standardized offer or publicity. Buyers realizes that their motivation to buy a product is known widespread because the message conveyed by the advertisement to everyone is the same.

#### 2. Publication

Publication in marketing refers to all kinds of news concerning a product, service institution or person which is conveyed through leaflets or radio in which sponsor is not subjected to charges. Being one of variables of promotion mix, publication is more economic and effective as being more persuasive and free of charges. The use of advertisement will be more effective when alternated with publication. Personal selling by salesperson will be successful when the two variables are well managed.

#### 3. Selling promotion

Means of promotion such as discount, bonus, exhibition, demonstration, show, contest coupon, premium and others will attract consumers' attention and stimulate them to buy the products offered.

### **Theory of Personal Selling**

According to William G. Nickels in Agus Hermawan's Personal Selling (2012), personal selling is an interaction between individuals when meeting each other aimed at creating, improving, dominating or maintaining mutually beneficial exchange relation. Philip Kotler opined that personal selling is verbal expression in the form of talk between prospective buyers for the purpose of creating selling.

Eric N. Berkowitz (2016) in a book concerning the introduction to management is quoted as saying that personal selling is a face-to-face interaction between individuals for the purpose of creating, modifying, exploiting, or inciting the emergence of a mutually beneficial exchange with other parties.

### **Theory of Salesperson**

Salesperson is the most effective 'agent' to some extent in selling process to stimulate the growth of preference, trust, and desire to buy in buyer's mind. The task of a salesperson is characterized by the followings.

a. Direct contact

Salesperson creates a vivid, close and interactive relationship between two or more individuals. Through direct contact or close distance it is easy for a prospective buyer to decide whether to buy or not a product he directly sees and assesses.

b. Familiarity

Salesperson enables the growth of interpersonal relationship in the form of warm hospitality, cordiality or intimacy. The three should be maintained by salesperson in order not to lose prospective buyer or customers in the future.

c. Response

Salesperson obliges buyer to hear his or her talk and respond to despite the saying of thank only.

The tasks of a salesperson

Salesperson has an important role in a business. Drs. Basu Swastha & Drs. Irawan (2013) are quoted as citing that salespersons involve themselves in face-to-face selling in which they directly meet the consumers to offer the products they sell. However, this face-to-face selling is not the only function or task of salesperson in business. Other functions of salesperson are Market Analyzing, Prospective Consumers Determination, Communication, Consumers Maintaining, Sale Defining, Problem Solving, Resources Allocating, Time Managing, and Self-Improving.

Face-to-face selling (5Ps) based on Prof. Dr. Winardi, SE's book entitled Introduction to Marketing Management encompasses the following activities.

1. Preliminary approach toward prospective buyers

Before meeting the prospective buyers, salesperson should scrutinize first all the facts and informations related to people or companies he would approach. For example, he should know product being used by the prospective buyers and how they react to the product.

2. Presentation

Actual marketing presentation is assumed (started) by salesperson's effort of attracting prospective buyers' interest, maintain their interest, change their interest into decision to buy the products offered and record selling transaction.

3. Aftersale activities

Selling has actually not ended yet despite the record of selling transaction. There is still a final stage in the form of a series of aftersales service intended to grow goodwill in buyers' mind. This goodwill is in turn expected to be an entrenched base of business in the future. Aftersales service is aimed at vanishing all damages and defects possibly existing in product having been sold to satisfy as well as convince the buyers that their choice is absolutely correct.

## **III. Population Samples, Model Construction And Research Hypothesis**

### **Population and Sample**

Population and samples are quantitative data collected in field research and literature study. Analysis of quantitative data is intended to estimate quantitative influence of the change of an event to other events. The change of an event could be represented by the the change of value of a variable.

As the title reveals, this research deals only with the role of salesperson in rising the sale volume of MMD crushing machine at PT. XYZ. Therefore the subject of analysis in this paper deals only with the role of salesperson, not with other factors beyond it.

### **3.2 Model Construction and Research Hypothesis**

#### **Relation Between Cost of Personal Selling and Sale Volume**

Product sold by PT. XYZ is industrial machine, particularly MMD crushing machine (crusher). Crushing machine has technical specification which could not be explained briefly in catalogue. Prospective buyer will pose a lot of question prior to buying a crushing machine. The answer to the questions is probably beyond those served in catalogue. In order to solve this, a person being skilled in the art is needed to answer the questions, and the person is a salesperson. Consideration as well as reason underlying the use of salesperson strategy by PT. XYZ is as follows.

a. Characteristic of Product

Product sold by PT. XYZ is specific. It could not be bought at any place and prospective buyer needs a detailed technical explanation before using it. Details of the technical specification a prospective buyer should know are *inter alia* crushing capacity of the crusher, maximum diameter of rocks to be crushed, maximum hardness of the rock the crusher could still break, its advantage and how to operate it. To answer these questions, a salesperson skilled in the art (related technology) is needed.

b. Number and Location of Prospective Buyers

Prospective buyers of MMD crushing machines are mining companies such as coal, copper and gold mines, infrastructures works, cement plants and the likes. These plants or mining sites are usually located in remote areas in hinterlands of Indonesian islands of Sumatera, Jawa, Kalimantan, Sulawesi, etc. It is the task of salespersons to reach these remote areas for marketing. The areas to visit are chosen by salespersons based on customer cards of prospective buyers collected during exhibitions held by PT. These customer cards are used by management of PT XYZ for consideration. Targets of to-the-sites visit are as follows.

➤ Selling Improvement

Personal approach by skilled person to decision maker of mining company or the likes during his visit to the sites is of great importance because it will leave a good impression or image to PT. XYZ as supplier of MMD crushing machine.

➤ Market Development

Salesperson lists all potential prospective buyers as targets to visit in the future. These prospective buyers are economic assets of PT. XYZ. A good cooperation with these prospective buyers should be maintained through strategy referred to as *consulting approach* which is carried out by giving ideas and suggestions to them.

➤ Maintaining The Existing Market

In order to win tight competition among suppliers of the same product, PT. XYZ needs skilled salesperson to promote MMD crushing machine through exhibitions. Exhibition is an effective means of promotion in comparison to catalogues or leaflets. In exhibition, prospective buyers could see the product offered with their own eyes. In such a situation, curiosity emerges in mind of prospective buyers for which they need a skilled sales person to explain.

### **Salesperson Review on PT. XYZ**

a) Working Target of Salesperson of PT. XYZ

Companies targetted by salesperson of PT. XYZ are mainly mining industries. Here salesperson is assigned not merely to sell products but maintain as well a good relation with prospective buyer, give the best service to customer and gather useful informations needed in bussiness. In practice, the task of salesperson is not restricted by time and space because the mining companies are widespread in Indonesia. The success of a salesperson in selling is supported as well by a good coordination with the most possible prospective buyer. At the time of visiting the mining site, the salesperson should have been familiar with technical skill related to specification of MMD crushing machine. He uses the skill to satisfy as well as convince the prospective buyer that the crushing machine is really useful, free from damages, lacks physical defect, new and can be well operated.

Information collected by salesperson in the field is a significant input for PT. XYZ. The information is not only a proof that salesperson has carried out his task accordingly, but a useful data as well for the company to peer the most possible prospective buyers in the future (repeating order).

b) Strategy Used by Salesperson

Salesperson meet the prospective buyer directly either via phone or face-to-face, based on directives or guidance made by management of PT. XYZ. Direct contact is a must for salesperson as he should explain all technical specifications of the MMD crushing machine and answer all questions posed by the prospective buyer. Through direct contact as well, salesperson knows what the prospective buyer needs and wishes.

c) Number of Salesperson

The success of selling depends on activeness, quality and quantity of salesperson. There were four salesperson in PT. XYZ in 2018. Owing to the increasing number of prospective buyers in 2019, the number of salesperson in PT. XYZ increases into seven.

d) Recruitment and Choosing of Salesperson

The prospective salespersons were sought through adverticement based on directives and suggestions by the existing salespersons and management. The salespersons are needed because PT. XYZ would like to increase the sale volume of MMD crusher.

Prerequisites set by PT. XYZ for salespersons are as follows.

1. Man more than 25 years in age

2. Polytechnic graduate
3. Possessing vehicle and holding S and C driving licenses
4. Being well mannered and communicative
5. Passing the test held by PT. XYZ

Applicants are selected based on the application letter they send. Shortlisted applicants will be invited by PT. XYZ for

1. Joining psychotest as basic requirement
2. Being directly interviewed by commissioner of PT. XYZ, Mr. Herman Tedja to reveal personal quality of the applicants such as intellectuality, skill, attitude and talent.
3. Recognizing the task a salesperson should carry out in PT. XYZ.

Applicant that meet all the requirements is officially recruited as salesperson of PT. XYZ with probation for three monts.

The the three month probation is the time for a salesperson to assess compatibility of his skill and talent with his job. If he does not like his job despite the compatibility, he has right to resign. Minimum target of 50% sale during the probation should be met as well by trainee. In this case one crusher should be sold by trainee within the three month period. If the minimum target could not be reached, the trainee must resign since management deems him as being unable to do his job.

e) Directing the salespersons

Directing is of utmost importance for minimizing mistakes that are possibly made by salespersons during selling. Directing the salespersons is implemented as follows.

1. Holding a morning meeting between salespersons and managers each time before assuming an activity. This meeting is intended to discuss the daily report conveyed by the salespersons and distribute the visits to the salespersons, respectively.
2. Determining minimum visit of at least once in a day
3. Obliging the salespersons to plan visit to the prospect buyer and make report about it.
4. Giving useful directives related to salesperson's activities inclusive of corrections to the next stages of selling in order to convince the salespersons.

This directing is useful for

1. Giving target to visit to salespersons.
2. Giving salespersons occasion to discuss the problems they face every day.

## IV. Method

### Method

Statistical methods are applied in this research to quantitatively reveal the influence of a change of an event towards other events in selling. The data processed here are collected in field research and literature study. The change of an event is revealed by the change of a variable value. Factors other than the role of salesperson in selling are not discussed here because the subject of this research as shown in title is the role of salespersons in increasing sale volume of British MMD crushing machine in PT. XYZ.

Dan untuk lebih kongkritnya dijelaskan pada tulisan dibawah ini :

1. Coefficient of Correlation Analysis

Formula for determining coefficient of simple correlation or Pearson correlation coefficient is given by J. Supranto in his book of statistics (2016).

$$r = \frac{n \sum XY - \sum X \sum Y}{\sqrt{n \sum X^2 - (\sum X)^2} \times \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

r = correlation coefficient

x = cost of personal selling

y = result of selling

n = number of years

#### Conclusion

- a. If r = 0, there is a weak or no relation altogether between the two variables.
- b. If r = +1, or close to 1, there is positive correlation between the two variables meaning that they are closely related to each other.
- c. If r = -1, or close to -1, there is negative correlation between the two variables meaning that the relation is very weak.

2. Analysis of coefficient of determination

J. Supranto (2016) in his book of statistics depicts how close relation between the two variable is through coefficient of determination  $KP = r^2 \times 100\%$ .

$$KP \text{ or } R = r^2 \times 100 \%$$

#### IV. Result

Salesperson holds a key role in increasing the sale volume of the British MMD crushing machine. Considering the important role of salespersons, PT. XYZ has therefore empowered as much as possible salespersons it employs.

To view how close personal selling relate quantitatively to sale volume, analysis concerning with the presence or absence of correlation between variables is made. The analysis is referred to as simple correlation analysis when involving variables X and Y, and multiple correlation analysis when involving variables being more than two in number.

Cost of personal selling beared by PT. XYZ during 2016-2019 period is listed in Table 1 below.

Table 1.  
Cost of personal selling (in billion rupiahs)  
of PT. XYZ from 2016 to 2019

Tahun	Pelaksanaan Aktivitas Wiraniaga	Kenaikan	
		Nilai	%
2016	10	-	-
2017	12	2	2
2018	20	8	67
2019	31	11	55

Source : PT. XYZ

Table 1 shows that cost of personal selling increases fluctuatively from year to year. The cost gets higher and higher from year to year due to the increasing number of prospect buyers to visit such as Berau Coal & Kalimantan Prima Coal in Kalimantan, Alict Industrial Coal and Padang Cement in Sumatera and others. Other activities causing the increase of personal selling cost are invitation of the experts from MMD Ltd to Indonesia and exhibitions having been held twice by PT. XYZ since its establishment.

Using data concerning with annual cost of personal selling in Table 1, PT. XYZ describes result of selling during the last four years in Table 2.

Table 2.  
Result and Target of Selling of PT. XYZ  
during 2016-2019 (in unit)

Tahun	Target	Realisasi
2016	2	1
2017	2	3
2018	2	4
2019	2	3

Source : PT. XYZ

Table 2 shows that sale in the first year is small. This is due to the first entrance of PT. XYZ into the market of heavy equipments, c.q., crusher machine, and as an addition, at that time PT. XYZ has not been recognized well by industrial markets being potential to buy its products. In the later years, selling target increases owing to hard efforts by PT. XYZ in marketing its products such as training the salespersons and holding exhibitions at Jakarta Convention Center twice. The crushing machine sold are different either in specification or serial number.

Table 3 shows progresses in sale volume during 2016-2019 period with their repective percentage.

Table 3.  
Progress of Sale Volume during 2016-2019 (in billion rupiahs)

Tahun	Volume Penjualan	Kenaikan	
		Nilai	%
2016	700	-	-
2017	1.200	500	71
2018	2.350	1150	96
2019	3.233	883	38

Source : PT. XYZ

Based on Table 3, sale volume always rises despite the difference in percentage. The highest percentage of 96% (Rp1.150.000.000) attained in 2018 whilst the lowest one of 38% (Rp883.000.000) takes place in 2017.

In order to know how far the cost of salesperson influences selling value, statistical analysis to is carried out to calculate coefficient of correlation by which how far one variable (X, cost of salesperson) influences another one (Y, selling value).

Formula for calculating coefficient of correlation is as follows.

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{n \sum X^2 - (\sum x)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

a) If  $r = 0$ , or close to 0, the two variables have no relation altogether or reveal very weak relation.

b) If  $r = +1$ , or close to 1, the two variables relate closely to each other.

c) If  $r = -1$ , the two variables relate negatively and show very weak relation

Berikut ini akan disajikan tabel biaya aktivitas wiraniaga dengan volume penjualan yang merupakan dua variabel korelasi.

Table 4.

Calculation of correlation coefficient between cost of personal selling and volume of selling during 2016-2019, in billion rupiah.

Source : Data processing by researcher

Tahun	X	Y	XY	X <sup>2</sup>	Y <sup>2</sup>
2016	10	700	7.000	100	490.000
2017	12	1.200	14.400	144	1.440.000
2018	20	2.350	47.000	400	5.522.500
2019	31	3.233	100.233	961	10.452.289
$\sum$	73	7.483	168.623	1.605	17.904.789

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{n \sum X^2 - (\sum x)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

$$r = \frac{4(168.623) - (73)(7.483)}{\sqrt{4((1.605) - (73)^2) \times \sqrt{4(17.904.789) - (7.483)^2}}} = \frac{674.492 - 546.259}{\sqrt{6.420 - 5.329} \times \sqrt{71.619.156 - 55.995.289}}$$

$$r = \frac{128.233}{\sqrt{1.091} \times \sqrt{15.623.867}}$$

$$r = \frac{128.233}{33 \times 3.953}$$

$$r = \frac{128.233}{130.449}$$

$$r = 0,98$$

Based on the calculation above, coefficient of correlation (r) is 0,98. This figure indicates that cost of salesperson and sales revenue (sales volume) relate closely to each other. This means that if cost of salesperson is increased, the sales volume (sales revenue) will increase, too. Contribution given by the cost of salesperson to sales volume (sales revenue) is measured by coefficient of determination, i.e.,

$$R = r^2 \times 100\% = 0,98 \times 0.98 \times 100\% = 96\%.$$

Value of 96% indicates that contribution of salesperson cost to sales revenue is 96%. The rest of 4% is contributed by other factors of ceteris paribus such as environment factor, price factor, promotion mix factors beyond personal selling, design factor et cetera. Based on the facts, researcher's hypothesis that "the increase in salesperson cost will increase as well sales volume of MMD crushing machine in PT. XYZ" could thus be accepted.

### **Handicaps in Realizing Personal Selling and Their Solution**

Handicaps encountered by salespersons of PT. XYZ in selling the MMD crushing machines are as follows.

1. Limited amount of salespersons for promotion and selling.
2. Experienced salespersons could not work effectively in sites because they have to join intensive technical discussions as well as meetings with experts from The British MMD in the search for technical advantages of the crushing machines.

The handicaps should be solved in order not to halt the sale of crushing machines. Efforts of solution are so far as follows.

1. Adding the amount of reliable salesperson of PT. XYZ by tightly recruiting shortlisted prospective salespersons being able to reach high volume of selling.
2. Inviting directly experienced sellers or salespersons from The British MMD to provide salespersons of PT. XYZ with reliable technical skills needed when marketing the crushing machines.

## V. Kesimpulan dan Saran

### 1.1 Concludes

Researcher finally concludes as follows.

1. Promotion process in PT. XYZ is carried out mostly by salesperson.
2. Salespersons play key role in increasing sale volume of crushing machines or crushers sold by PT. XYZ.
3. Salespersons bridges producers and prospective consumers by conveying to the prospective consumers useful and clear technical informations possessed by crushers offered by PT. XYZ.
4. Directives by managers or experts are needed by salespersons for the ease of selling crushers to potential prospective buyers.
5. Correlation coefficient of 0,98 which is calculated using simple correlation coefficient reveals a strong relation between cost of salesperson's activities and the increase of sale volume of crushers in PT. XYZ, whilst determination coefficient of 0,96 indicates that salespersons' contribution in increasing the selling revenue is 96% besides other factors of 4%.

### 1.2 Suggestion

1. PT. XYZ should improve salespersons' activities in order to survive tighter competition in the sale of crushing machines in Indonesia.
2. PT. XYZ should improve technical and managerial skill of salespersons because salespersons are spearhead of PT. XYZ.
3. Number of skilled salespersons in PT. XYZ should be added through selective recruitment in order to increase volume of sale of crushers.
4. Inviting the experts of British MMD Ltd to Indonesia is a must for deepening the salespersons' knowledge as to the advantages of the crushers.
5. More funds should be allocated to salespersons' activities because statistics shows that cost of salespersons increases significantly the sale volume of the MMD's crushing machines.

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