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Determinants of Sales Volume in Es Teh Cup MSMEs: The Influence of Personal Selling and Distribution, Moderated by Packaging

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Abstrak: *The packaged cup beverage business is a phenomenon that is currently booming in Indonesia due to its tropical climate. Beverage packaging served in cup packaging is very suitable for today's practical culture. Tea is one type of drink that is served in cup packaging because it is very easy to make compared to other types of drinks. This study aims to determine the effect of personal selling and distribution costs on the sales volume of cup iced tea businesses, and to determine the role of packaging as a moderating variable that strengthens the relationship between the two variables on sales volume. This study uses a quantitative approach with 300 respondents of cup iced tea MSMEs in Bekasi City. Data were collected through questionnaires and analyzed using the Structural Equation Modeling (SEM) method with the help of SmartPLS version 3.0 software. The results showed that personal selling and distribution costs have a positive effect on sales volume. Packaging is proven to strengthen the effect of personal selling on sales volume, although the effect is not too strong. However, packaging does not strengthen the effect of distribution costs on sales volume. This finding shows the importance of a marketing strategy that does not only rely on promotion and distribution, but also pays attention to the design and function of packaging as part of the product's appeal.*

Keywords: *Sales Volume, Personal Selling, Distribution Costs, Packaging*



INTRODUCTION

The development of information and The beverage business is a growing phenomenon in Indonesia because it has a tropical climate. The hot weather is utilized by the community to open a beverage business and get a large profit (Lilipaly, 2023). This opportunity is certainly a place of employment for people in the current era of globalization. As the globalization era develops, various types of business sectors emerge so that they can be a reference for opening a business (Agustini, 2020). The beverage business is one of the businesses that is always growing rapidly compared to other businesses. Along with the times, there are many new beverage trends that have emerged, so this business is always the choice of the community as a start to opening a business.

The sophistication of the internet today supports people to get recipes and how to make drinks easily. The contribution of micro, small and medium enterprises (MSMEs) to economic development has many aspects. Micro, Small and Medium Enterprises (MSMEs) are economic activities carried out or managed by individuals or individual business entities that meet the criteria for Micro Enterprises as stipulated in the applicable laws and regulations (Tanjung, 2024). They facilitate business activities, which in turn encourage economic growth (Tanjung, 2024). One of them that is currently easy to find is the beverage business in cup packaging. Cup packaging is a type of packaging that is often used for drinks. Tea is one type of drink that is served in cup packaging because it is very easy to make compared to other drinks. The changing times are increasingly modern, making the innovation of brewed tea packaging using cups more practical. This is a major factor in the increase of small and medium-sized iced tea outlets.

An increase in sales volume is an important indicator that reflects the high market demand for a product, including in this case tea products that have become one of the favorite drinks of Indonesian people. The popularity of tea not only reflects consumers' preference for flavor, but also shows the huge market appeal of the product. Sales volume can generally be

measured through two main approaches. First, through the achievement of sales targets based on the total units of products sold within a certain period. Second, through an increase in the overall sales value as reflected in the profit earned by the company based on the real value of sales (Swastha, 2020: 404, in Novitasari et al., 2021). These two indicators complement each other in assessing sales performance and the extent to which marketing strategies are successfully implemented. In the context of business strategy development, one of the relevant approaches to encourage an increase in sales volume is to develop selling skills. Selling skills cover a wide range of abilities that must be possessed by salespeople, such as persuasive communication skills, understanding of consumer needs, expertise in explaining product advantages, and agility in handling objections and closing sales effectively.

The selling ability possessed by MSME actors is a major factor in increasing the sales volume of Cup Tea. To increase relations, of course, Ice Tea business actors must carry out personal selling skills. Personal selling is a sales promotion that is carried out directly and dealing with consumers, it is known that this method is very effective in increasing sales volume (Hasibuan, 2022). In addition, personal selling is a two-way communication between business people and consumers, so that a personal approach can serve to increase sales (Kotler Philip, 2015) in the journal (Sumitro et al, 2019).

The purpose of someone opening a business is to get a large profit with little cost incurred. The presentation of Ice Tea, which is very practical and easy to obtain ingredients, certainly makes business people not incur large distribution costs. Distribution costs are the amount of costs channeled for all activities to deliver production goods to consumers, with low distribution costs companies can achieve sales volume targets (Mulyadi, 2018) in the journal (Krisma Amelia, 2022). The right strategy in considering distribution channels such as price, product, and promotion carried out greatly affects the company's sales volume (Triwibowo, 2019).



The description above indicates that there are research gaps that are relevant for further study, especially regarding differences in empirical findings regarding the effect of personal selling on sales volume. A study conducted by Devi Syah Monith, Tuti Hartati, and Mawarta Onida Sinaga in an article entitled “The Effect of Personal Selling on the Sales Volume of CCTV and Fire Alarm at PT Danatel Pratama” (2020), which was published in the journal National Seminar on Technology and Applied Research, shows that personal selling has a considerable influence on sales volume. The results of this study state that personal selling variables contribute significantly to increasing sales and the proposed hypothesis is acceptable. However, these results differ from the findings of Sumitro, Yanus, Bachtiar, Helmy, and Wahjono Soekotjo in their research entitled “Analysis of the Effect of Promotion Mix on Condominium Sales Volume in Surabaya City Area”. In this study, it was found that personal selling did not have a significant effect on sales volume. Based on these findings, it can be concluded that personal selling has a negative or insignificant effect on increasing sales volume in the context of property products such as condominiums. The difference in the results of the two studies shows that the effectiveness of personal selling can vary depending on the type of product, consumer characteristics, and the marketing context used.

Research conducted by Nur Wulandari, Suwanto, and Selamat Fuadi in an article entitled “The Effect of Price, Distribution, and Promotion on Sales Volume of Honda Beat Motorbikes” published in the Journal of Retail Management Science, shows that distribution costs have a positive and significant effect on sales volume. The results of this study reinforce the assumption that effective and efficient distribution can increase product availability in the market, expand consumer reach, and accelerate the transaction process, which ultimately has an impact on increasing sales volume. However, these findings are not in line with the results of research presented by Fadilah, Nurul, and Fauziyah in an article entitled “The Effect of Production Costs and

Distribution Costs in Increasing Sales Volume on Net Income at PT Nurul Amin in Sampang”. In the study, it was found that distribution costs did not have a significant relationship with sales volume. This result indicates that although the company incurs costs for distribution, it does not directly impact on increasing the number of product sales.

The research gap that arises shows the influence or contribution of other variables outside of personal selling and distribution costs to increasing sales volume, namely the product packaging variable. Packaging is an important element in marketing strategy because it not only functions as a container, but also as a product identity that distinguishes one brand from another (Lamb, 2014 in Andi Asad Ridjal Nur and Anggi, 2019). In the context of beverage businesses such as iced tea cups, packaging innovation is a key factor to attract consumer attention. Packaging that is modernly designed, practical, and follows market trends provides significant added value. Packaging is very important to create personal branding of the product itself. Companies need to improvise to make product packaging more attractive (Tanjung, 2023). However, business owners or MSME players often overlook the importance of investing in good labeling and packaging for their products. Many small businesses do not realize that consumers today tend to pay more attention to the quality of the packaging than the content of the product itself, because packaging plays an important role in shaping initial perceptions of the quality and credibility of the products offered (Tanjung, 2024).

People tend to choose products with visually appealing, informative, and easy-to-use packaging, especially in beverage products that are often consumed instantly. Therefore, the role of packaging is no longer complementary, but rather becomes one of the determinants of consumer purchasing decisions. A product can be said to have been consumed if the consumer has decided to buy the product. In this process, consumers' personal characteristics greatly influence the way they respond to the stimulus offered. One of the main factors that trigger purchasing



decisions is the internal drive or motivation that arises within consumers to fulfill certain needs or desires (Tanjung, 2022).

Packaging has an important influence in strengthening the effectiveness of personal selling strategies. When businesses approach consumers directly, an attractive physical appearance of the product can strengthen the message conveyed in the communication process. Effective personal selling will be more convincing if it is supported by a product display that meets consumer expectations. In this case, packaging functions as a visual aid that can accelerate the creation of interest and trust in the products offered. Good packaging will reflect the professionalism and quality of the product, thus supporting business actors' efforts to build credibility in front of potential buyers.

In addition to supporting personal selling, packaging also plays a role in strengthening distribution cost efficiency. Sturdy, lightweight, and standardized packaging can reduce the risk of product damage during the shipping process, thereby lowering replacement costs or losses due to product defects. In the cup iced tea business, the use of cup packaging with a variety of sizes simplifies the packaging and transportation process, and allows businesses to adjust prices to consumers' purchasing power. The right packaging also makes it easier to arrange products during distribution, thus optimizing space and reducing logistics costs.

Based on this background, this study aims to analyze the effect of personal selling and distribution costs on the sales volume of cup iced tea businesses, and to determine the role of packaging as a moderating variable that strengthens the relationship between the two variables to sales volume. This research is expected to make an empirical contribution to the marketing strategy of MSMEs in the beverage sector, especially in designing effective packaging as a means of supporting product sales and distribution.

METHOD

Type of Research

This research uses a quantitative approach with descriptive methods. The descriptive method aims to provide a systematic, factual, and accurate description of the characteristics and relationships between the variables studied. Through this approach, researchers attempt to observe in depth various aspects relevant to the problem, in order to obtain data that is in accordance with the focus of the research. The data obtained is then processed and analyzed using the relevant theoretical basis, so as to produce findings that can be used as a basis for drawing objective conclusions. The quantitative approach was chosen because this research utilizes data in the form of numbers that are analyzed statistically. According to Ghazali (2021), the quantitative approach aims to measure the variables under study and test the relationship between variables using statistical analysis techniques. Thus, the use of this approach allows researchers to test hypotheses in a measurable manner and obtain results that can be generalized more broadly.

Population and Sample

The population in this study consists of Micro, Small and Medium Enterprises (MSMEs) engaged in the Iced Tea Cup business in the Bekasi City area. This population was chosen because they have the authority and ability to make business decisions related to sales strategies. The exact number of the population is not explicitly known, but it still meets the criteria as a relevant unit of analysis. In accordance with Rofflin's (2021) opinion, the population in a study must have specific characteristics and clear distribution, including information about who is included in the population, where it is located, and an estimate of the number of population units (N) which can be used as a basis for sampling. In this study, the sampling technique used was the accidental sampling method, which is a non-probabilistic sampling technique based on chance, where anyone who is accidentally encountered and meets the criteria as an Iced Tea Cup MSME actor in Bekasi City can be

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used as a respondent. This method was chosen with consideration of efficiency and relevance to the field context. According to Ghazali (2021), the ideal sample size in quantitative research ranges from 30 to 500 respondents, depending on the purpose of the analysis, the complexity of the model, and the desired generalization power. In this context, the sample size used of 300 respondents is considered adequate to test the hypothesis and analyze the relationship between latent variables validly. This number is also considered representative enough to describe the characteristics of the population of Iced Tea Cup MSME players in Bekasi City, so that the research results can be interpreted more broadly in a similar context.

Research Design

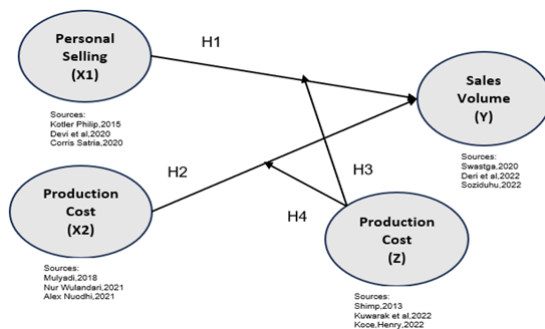


Figure 1. Research design

Source: written by the Research Author, 2024

Analysis Method

Sampling uses a non-probability sampling method with purposive sampling technique, which is a sample selection technique based on specific criteria or considerations that are relevant to the research objectives (Imam Ghazali, 2021). In addition, this study also applies the accidental sampling method, which is a sampling technique carried out by chance, where respondents who are accidentally encountered by researchers can be used as research samples. This approach allows data collection from individuals who directly interact with researchers and qualify as participants.

For data analysis, the study used SmartPLS software version 3.0. This software is one of the tools used in the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach, which is often chosen because of its superiority in handling complex models and data that does not have to be normally distributed. According to Imam Ghazali (2021), SmartPLS has advantages over other SEM techniques, especially in its flexibility for data analysis with small to medium samples and its ability to model relationships between latent variables simultaneously and robustly. Thus, the use of SmartPLS in this study is expected to produce a valid and reliable analysis to test the hypothesis and interpret the relationship between the variables studied.

RESULTS AND DISCUSSION

Test Result of Average Variance Extracted (AVE)

The average variance extracted (AVE) method requires that the value of each indicator must be > 0.5 to be a good model (Imam Ghazali, 2021). With the average variance extracted (AVE) method, the magnitude of the variance error can be known. The following is the average variance extracted (AVE) in table 1 below:



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Table 1. Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
(X1)*(Z)	1,000	1,000	1,000	1,000
(X2)*(Z)	1,000	1,000	1,000	1,000
Personal Selling (X1)	0,902	0,906	0,920	0,562
Biaya Distribusi (X2)	0,806	0,808	0,866	0,564
Volume Penjualan (Y)	0,862	0,862	0,901	0,645
Kemasan (Z)	0,897	0,899	0,918	0,583

Source: Data processed by researchers, 2024

Based on table 1 above, it can be seen that the AVE output results show a value greater than 0.50, which means that all constructs in this study have good and feasible discriminant validity. It should be noted that the AVE value must be greater than 0.5 for the results to be considered valid.

Test Result of Composite Reliability (CR) Cronbach's Alpha

Table 2. Composite Reliability (CR) Cronbach's Alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Statement
(X1)*(Z)	1,000	1,000	1,000	Reliable
(X2)*(Z)	1,000	1,000	1,000	Reliable
Personal Selling (X1)	0,902	0,906	0,920	Reliable
Biaya Distribusi (X2)	0,806	0,808	0,866	Reliable
Volume Penjualan (Y)	0,862	0,862	0,901	Reliable
Kemasan (Z)	0,897	0,899	0,918	Reliable

Source: Data processed by researchers, 2024

Based on table 2 above, it can be seen that the reliability test value shows a fairly good value, namely > 0.7 (Imam Ghazali, 2021). From the above results, it shows a very high positive value. So it can be concluded that with a positive value, some of the variables tested are valid, and can be continued for structural model testing.

Hypothesis Test Results

The hypothesis testing in this study is conducted based on the evaluation of the structural model, which encompasses the analysis of the R-Square values, parameter coefficients, and T-statistics. The testing process utilizes SmartPLS Version 3.0 software, employing the bootstrapping technique to generate robust statistical estimates. The resulting structural model, along with the bootstrap outcomes, is illustrated in the figure below.

Hypothesis Test

To determine whether a hypothesis can be accepted or rejected, the analysis is carried out by paying attention to the significance value between constructs, the t-statistic value, and comparison with the t-table value. Hypothesis testing in this study was carried out using SmartPLS software version 3.0. Furthermore, the testing process is carried out using the bootstrapping method, the model results are presented in the following figure.

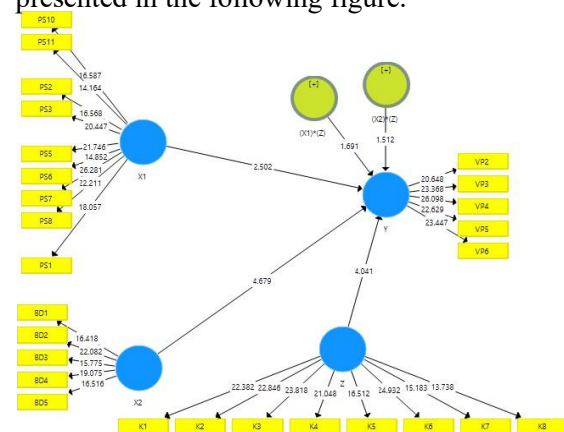


Figure 2. Bootstrapping Test Results

Source: Data processed by researchers, 2024

Test Result of Path Coefiencie

The significant value used in the SmartPLS 3.0 program bootstrapping method is (two failed) t-value 1.96 (significance level = 5%) (Imam Ghazali, 2021).

Table 3. Path Coefiencie Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0,237	0,242	0,095	2,502	0,013
X2 -> Y	0,302	0,304	0,065	4,679	0,000
Z -> Y	0,373	0,380	0,092	4,041	0,000
(X1)*(Z) -> Y	0,145	0,150	0,086	1,691	0,091
(X2)*(Z) -> Y	-0,130	-0,115	0,086	1,512	0,131

Source: Data processed by researchers, 2024

Based on the results of the data processing above, it can be seen that the validity test has two variables that are not significant, the feasibility of the data is translated as follows:

The first hypothesis states that the personal selling variable (X1) has an effect (0.237) and is significant to the sales volume (Y) (0.013). Obtained t-statistic value of 2.502 > 1.968 (t table significance 5% = 1.968), and p-value of 0.013 (significant) 0.013 < 0.05 then the first hypothesis (H1) is accepted.

The second hypothesis states that the distribution cost variable (X2) has an effect (0.302) and is significant on sales volume (Y) 0.000. Obtained a t-statistic value of 4.679 > 1.968 (t table of 5% significance = 1.968), and a p-value of 0.000 (significant) 0.000 < 0.05, so the second hypothesis (H2) is accepted.

The third hypothesis states that the personal selling variable (X1) moderated by packaging (Z) has an effect (0.145) but not significant (0.091) on sales volume (Y). Obtained a t-statistic value of 1.691 < 1.968 t table of 5% significance = 1.968), and a p-value of 0.091 (insignificant) 0.091 > 0.05. So it can be concluded that packaging (Z) does not moderate the relationship between personal selling variables (X1) on sales volume (Y). Therefore the third hypothesis (H3) is rejected.

The fourth hypothesis states that the distribution cost variable (X2) moderated by

packaging (Z) produces a negative value (-0.130) and is not significant (0.131) to sales volume (Y). Obtained a t-statistic value of 1.512 < 1.968 (t table of 5% significance = 1.968), and a p-value of 0.131 (insignificant) 0.131 > 0.05. So it can be concluded that packaging (Z) does not moderate the relationship between the distribution cost variable (X2) on sales volume (Y). Therefore the third hypothesis (H4) is rejected.

DISCUSSION

Personal Selling Contribution to Sales Volume

Based on the results of data analysis obtained in this study, it is known that the coefficient value of the exogenous variable personal selling (X1) is 0.237, with a p-value of 0.000 on the endogenous variable sales volume (Y). These results indicate a significant positive effect between personal selling and sales volume. This means that any increase in the intensity and quality of personal selling activities will have an impact on increasing product sales volume. The coefficient value reflects the level of personal selling contribution in explaining the variation in sales volume that occurs in the context of this study. The R-square value of 0.737 or equivalent to 73.7% indicates that most of the variation in sales volume can be explained by the personal selling variable. The remaining 26.3% is explained by other factors outside this research model, such as other promotional strategies, product quality, price, and other external factors such as market conditions and business competition.

The hypothesis test conducted strengthens the empirical evidence underlying the relationship. The t-statistic value of 2.502 which is greater than the t-table value of 1.968 indicates that the personal selling variable has a statistically significant effect on the sales volume variable. In addition, the p-value of 0.013 which is below the significance threshold of 0.05 indicates that the null hypothesis (H0), which states that there is no significant influence between personal selling and sales volume, is rejected. Therefore, it can be



concluded that there is a significant causal relationship between personal selling effectiveness and increased sales volume.

This finding is in line with the marketing theory put forward by Kotler (2015), which states that personal selling is a form of marketing communication that is carried out directly and two-way between salespeople and potential customers. Through this approach, salespeople have the opportunity to provide more personalized information, build long-term relationships, and understand consumer needs and preferences more deeply. Thus, personal selling not only serves as a medium to drive sales transactions, but also as a strategy to create customer loyalty and increase the long-term value of the consumer-company relationship. In practice, direct interaction between salespeople and consumers can create trust and emotional attachment, which in turn contributes to increased purchase decisions and sales volume.

The results of this study also get support from previous findings put forward by Devi et al. (2020) in their scientific journal entitled "The Effect of Personal Selling on the Sales Volume of CCTV and Fire Alarm at PT Danatel Pratama". In the study, it was found that personal selling significantly influenced the increase in sales volume of the product under study. The consistency between the results of this study and previous research strengthens the validity of the findings and provides stronger justification for the importance of personal selling strategies in efforts to improve the sales performance of a company. Therefore, it can be concluded that personal selling is a very important variable in the marketing context, especially in reaching consumers directly and influencing their purchasing behavior. The implications of these findings provide a basis for consideration for marketing practitioners to further optimize the use of personal selling as an integral part of their sales strategy, especially in industries that rely on interpersonal communication as one of the main forces in influencing consumer decisions.

Distribution Cost Contribution to Sales Volume

The results of statistical analysis in this study indicate that the exogenous variable distribution cost (X2) has a coefficient value of 0.302, with a p-value of 0.000 on the endogenous variable sales volume (Y). This coefficient value indicates a positive relationship between distribution costs and sales volume, which means that an increase in effectiveness in distribution cost spending contributes significantly to an increase in sales volume. In other words, an efficient and well-targeted distribution strategy can expand market reach and accelerate the process of delivering products to consumers, which in turn has an impact on increasing the number of sales.

The R-square value of 0.737 indicates that about 73.7% of the variation in sales volume can be explained by the regression model that includes the distribution cost variable, while the remaining 26.3% is explained by other factors outside this model. The hypothesis test conducted provides significant results, with a t-statistic value of 4.679 greater than the t-table value of 1.968, and a p-value of 0.000 which is smaller than the 0.05 significance level. These findings statistically reinforce the conclusion that there is a significant influence between distribution costs and sales volume on the object of research analyzed.

This finding is in line with the theory put forward by Mulyadi (2018), which explains that distribution costs are all costs incurred in order to flow goods from producers to consumers, including transportation, storage, packaging, and other activities related to delivering products to the market. Mulyadi emphasized that efficiency in managing distribution costs can increase the company's profit margin, because smaller expenses in the distribution process will have an impact on increasing net income. Therefore, the effect of distribution costs on sales volume is not only direct in accelerating product delivery to consumers, but also contributes to more efficient cost management in the overall business process.



Apart from strengthening existing theories, the results of this study are also consistent with previous research conducted by Nur Wulandari et al. (2021) in an article entitled "The Effect of Price, Distribution, and Promotion on Sales Volume of Honda Beat Motorbikes". In this study, it was found that distribution costs are one of the variables that have a significant effect on increasing sales volume. The consistency of the results between this study and previous studies shows that distribution costs have a strategic role in determining the success of marketing activities and product sales. Thus, it can be concluded that the distribution cost variable has an important contribution in supporting the increase in sales volume. This study provides empirical evidence that an efficient and targeted distribution management strategy not only impacts operational effectiveness, but also has direct implications for the company's sales performance.

Personal Selling and Distribution cost Contribution to Sales Volume moderated by Packaging

The results of the moderation analysis in this study indicate that the packaging variable (Z) does not act as a significant moderator in the relationship between personal selling (X1) and distribution costs (X2) on sales volume (Y). In the first model, personal selling (X1) moderated by packaging (Z) shows a coefficient value of 0.145 with a p-value of 0.091. Although the direction of the effect is positive, the p-value is above the significance threshold of 0.05, which indicates that the effect is not statistically significant. This is reinforced by the t-statistic value of 1.691 which is smaller than the t-table value of 1.968, so the hypothesis that packaging moderates the relationship between personal selling and sales volume cannot be accepted. Thus, it can be concluded that packaging does not significantly strengthen or weaken the effect of personal selling on sales volume. Meanwhile, in the second model that examines the effect of distribution costs (X2) moderated by packaging (Z), the analysis results show a coefficient value of -0.130 and a p-value of

0.131. The negative direction of the coefficient indicates that packaging has the potential to reduce the effectiveness of the effect of distribution costs on sales volume, although the result is also statistically insignificant. The obtained t-statistic value of 1.512 is still below the t-table value of 1.968, which means that the second moderation hypothesis cannot be accepted either. Therefore, it can be said that packaging does not have a significant moderating role in influencing the relationship between distribution costs and sales volume.

Overall, the results of this test indicate that the packaging variable is unable to moderate the effect of personal selling and distribution costs on sales volume in the sample studied. This finding is not in line with the theory proposed by Shimp (2013), which explains that packaging is an important element in marketing strategy because it functions not only as a product protector, but also as an effective visual communication tool in attracting consumer attention. Packaging that is attractive, functional, and in line with brand identity should be able to strengthen positive perceptions of the product and encourage purchasing decisions. Support for this theory is also seen in a study conducted by Allya Ramadhina (2022), which confirms that packaging plays a strategic role in introducing brands to consumers and shaping the perceived value of a product.

Furthermore, the results of this study are also not in line with research conducted by Kuswarak et al. (2022) in their article entitled "Analysis of the Effect of Product Packaging, Promotion, and Distribution Costs on Clasmid Sales Volume in Bandar Lampung". The study found that packaging has a significant effect on sales volume. The difference in results between this study and previous studies can be caused by various factors, such as differences in product characteristics, consumer preferences, marketing strategies applied, and the geographic and demographic context of respondents. Therefore, it is important to understand that the role of a variable, including packaging, is contextual and does not always have a uniform impact in every condition. Thus,



while packaging theoretically has the potential to act as a moderator in marketing strategy, in the context of this study, this role was not statistically proven. This finding implies that companies need to be more selective in implementing packaging strategies as a supporting tool in increasing the effectiveness of personal selling.

CONCLUSIONS

This study investigates the impact of Personal Selling and Distribution Costs on Sales Volume moderated by Packaging on Micro, Small and Medium Enterprises Iced Tea Cup business owners in Bekasi City. This study concluded that Personal Selling carried out by MSME Ice Tea Cup business actors in Bekasi City can increase business sales volume, the higher the level of personal selling owned by business actors, the higher the sales volume. Distribution costs carried out by MSME business actors Ice Tea Cup in Bekasi City can increase sales volume. The higher the distribution cost, the sales volume will increase. Personal selling which is moderated by packaging in Cup Iced Tea MSMEs in Bekasi City can increase sales volume even though it is relatively weak. And Distribution costs moderated by Packaging at Iced Tea Cup MSMEs in Bekasi City cannot drive sales volume.

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