

## Sales Volume Improvement From Marketing Communication Skills Perspective

Alvina Mutiara Sholihah<sup>1</sup>, Eda<sup>2</sup>, Tiara Muntiansih<sup>3</sup>

Swadaya Gunung Jati University<sup>1,2,3</sup>

Email: lvinamutiara@gmail.com , edalestari3@gmail.com , tiaramuntiansih@ugj.ac.id

### ABSTRACT

The purpose of this study is to determine the effect of marketing communication skills on increasing insurance sales volume of PT Axa Mandiri Financially Service. Marketing communication skills are proxied with 3 free indicators, namely knowledge, skills, motivation. The type of research used in this study is quantitative research. The sampling technique used is purposive sampling with a sample of 50 respondents. This study is an associative study. The data used in this study were obtained using research instruments, namely questionnaires, then analysis through validity tests, reality tests, classical assumption tests, regression analysis, coefficients of determination, and tests between knowledge variables ( $X_1$ ), skills ( $X_2$ ), and motivation ( $X_3$ ). Partially, the variables of knowledge ( $X_1$ ), skill ( $X_2$ ), and motivation ( $X_3$ ) have a positive effect on increasing insurance sales volume at PT Axa Mandiri Financially Service.

### Keywords:

Knowledge; Skill; Motivation; Sales Volume

### INTRODUCTION

Every entrepreneur is required to always provide quality products, and in the form of services in dealing with consumers. Entrepreneurs certainly have their own way of marketing their products creatively and calculatedly. Indirectly, there will be such fierce competition between each other. The strategies offered by the company are also of various types, such as offering a service / goods product at an affordable price and sales location. In addition, there are also in the form of advertising in a number of promotional strategies that are carried out as we entrepreneurs should provide various kinds of knowledge about the benefits of the product, so as to create the desire to buy it.

Intense competition also occurs in the insurance industry, this is marked by the number of new companies present in Indonesia to provide insurance services. An insurance company is a non-bank institution that has almost the same role as a bank, which is engaged in services provided to the community to overcome risks that will occur in the future (Rahmawati *et al*, 2021). Insurance itself is an agreement made by two or more people, namely the customer as the insured and the insurance as the insurer. In this insurance activity, the insurer provides coverage if an event occurs that befalls the insured party in the form of loss, damage, or even financial loss in accordance with a mutually agreed agreement.

The presence of new insurance companies encourages other companies to improve the quality of marketing services to be able to compete with these companies, in order to achieve the desired company goals. One form of quality service that needs to be applied by insurance companies is good communication skills. Communication is the spearhead in competition where the role of good communication, knowledge and abilities must be possessed by an agent to achieve company goals (Asmara & Aslami, 2021). The skills of leaders and employees in carrying out various forms of communication to consumers will affect the success rate of the company to achieve its goals. Poor communication with consumers will cause the company's image to be

bad. Therefore, leaders and employees need to carry out good communication activities with consumers (Priansa, 2017: 2). The low ability to communicate is a factor that greatly influences the sale of insurance products, where an insurance agent must be able to understand what needs and desires are needed and be able to build consumer trust in insurance products, so that with this it can be an attraction for consumers and cause interest in using the insurance products offered.

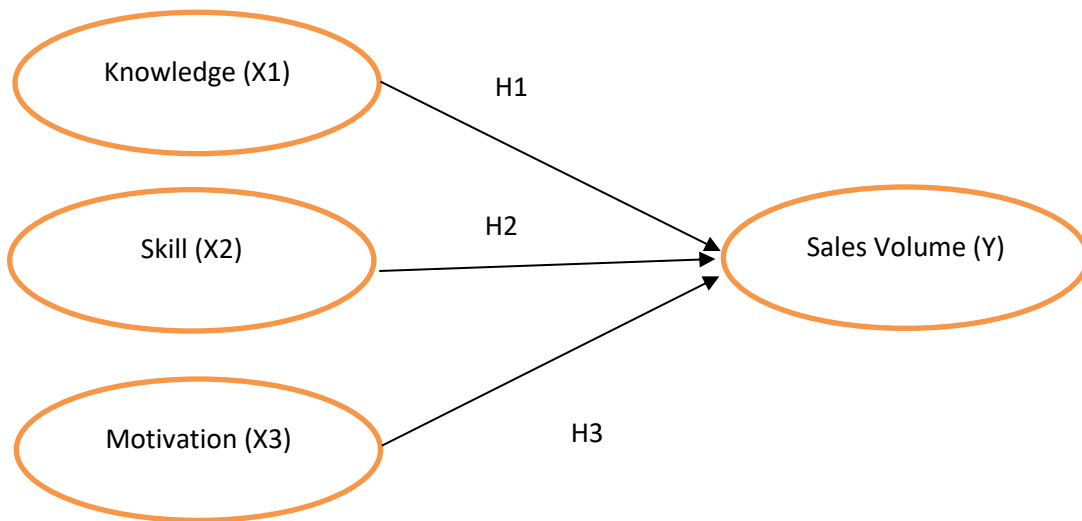
The existence of obstacles when communicating is also a factor causing consumers not to be interested in the insurance services offered. Some obstacles when offering products to consumers include unclear articulation, inappropriate use of language and dialect, not mastering the material or not knowing the company's insurance products offered and the occurrence of chaos. To overcome these obstacles, it is necessary to improve communication skills by attending communication skills training, using easy-to-understand language, controlling emotions, and using gestures to help communicators in offering products.

Therefore, companies should have an excellent marketing communication strategy, by maximizing existing opportunities. Strategy for the company is the most fundamental thing, because strategy in the corporate environment can be applied as a foundation and guidance in achieving company goals related to long-term goals. Precisely with strategy, it is necessary for leaders or managers of a business or company to be able to apply its business activities with satisfactory results, so that it can compete and maintain its business or business. Based on the background of the problems described above, the author is encouraged to make a research paper entitled " Sales Volume Improvement From Marketing Communication Skills Perspective "

## **METHOD**

The type of research used is the type of explanatory research. The forms of observation that will be used to obtain data are questionnaires and interviews. The research was conducted at PT. Axa Mandiri Financial Service. The population in this study was 271 active salespeople / saller PT. Axa Mandiri Financial Service. *Purposive sampling technique* in sampling with the criteria of registered and active sellers for at least 1 year and domiciled in Cirebon. A sample of 50 respondents.

The results of the validity test showed that all *research items* measured were valid with a correlation of 0.3. The reliability test results also showed that all *items* measured were reliable with a Cronbach Alpha value of 0.6. Data processing in this study was carried out using IBM SPSS Statistic 25.



**Figure:** Research Model

## RESULTS AND DISCUSSION

### 1. Respondent Overview

The study respondents were 50 people. Based on 50 respondents, as many as 36 people were men and 14 women. Study respondents ranged in age from 17–46 years. Almost most respondents have a strata 1 educational background with multidisciplinary. Respondents have a working period of 1 year to more than 5 years and are domiciled in the city of Cirebon.

### 2. Hypothesis Test Results

The results of statistical tests can be seen in the table below:

**Table 1.** of Test Results T

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.702	5.054		3.208	.002
Knowledge (X1)	.101	.124	-.011	.006	.003
Skill (X2)	.129	.113	.325	2.184	.001
Motivation (X3)	.029	.128	.032	.231	.020

Source : Data processed, 2024

#### **H<sub>1</sub> : Knowledge has a significant effect on Sales Volume**

The test results prove that variable knowledge (X1) affects sales volume with a p-value (sig.t) of  $0.003 < 0.05$  meaning significant. So, variable knowledge partially has a significant effect on sales volume or  $H_a$  is accepted and  $H_o$  is rejected. Thus, it can be concluded that the knowledge possessed by PT Axa Mandiri Financial Service salespeople can increase insurance sales volume.

#### **H<sub>2</sub> : Skill has a significant effect on Sales Volume**

The test results prove that the skill variable (X2) affects sales volume with a p-value (sig.t) of  $0.001 < 0.05$  meaning significant. So, the skill variable partially has a significant effect on sales volume or  $H_a$  is accepted and  $H_o$  is rejected. Thus, it can be concluded that the abilities / skills possessed by PT Axa Mandiri Financial Service salespeople can increase insurance sales volume.

#### **H<sub>3</sub> : Motivation has a significant effect on Sales Volume**

The test results prove that variable motivation (X3) affects sales volume with a p-value (sig.t) of  $0.020 < 0.05$  meaning significant. So, the motivational variable partially has a significant effect on sales volume or  $H_a$  is accepted and  $H_o$  is rejected.

Thus, it can be concluded that the motivation possessed by PT Axa Mandiri Financial Service salespeople can increase insurance sales volume.

### **3. The Effect of Communication Competence on Sales Volume**

Communication competence has an insignificant effect on sales volume. This can be because communication competence affects sales volume through the use of direct selling. The ability to communicate is very necessary when respondents communicate with consumers. Sellers are required to have good communication competence so that interactions with consumers run well. The knowledge possessed by sellers, such as knowledge in determining attitudes and messages to be conveyed, will function optimally when interactions with consumers occur face-to-face. Poor communication skills will affect the atmosphere of conversation and consumer trust in sellers.

The seller's ability to understand consumers verbally and non-verbally, the ability to show enthusiastic expressions and confidence is absolutely necessary when interactions occur face-to-face. Consumer trust is needed by respondents, because trust is needed to create good relationships. If the seller has good communication competence, the message to be conveyed to consumers will be conveyed well. Communication that is not done face-to-face does not require special skills. When communication occurs indirectly or indirectly face-to-face, the seller's ability to understand consumers non-verbally becomes difficult to do. Sellers cannot know consumer interest through their attitude, but only verbally. Sellers also cannot show their confidence and feelings of enthusiasm when communication occurs not face-to-face. Consumers will also have difficulty understanding the seller non-verbally, even though through observation of the attitude shown by the seller it will be seen whether the seller can be trusted or not. The results of this study are not in line with the results of research conducted by Rendy Arafat (2013).

### **Discussion**

The study encompassed 50 respondents, predominantly consisting of 36 men and 14 women, with a diverse educational background, mostly holding bachelor's degrees in various fields. Their ages ranged from 17 to 46 years, all residing in the city of Cirebon. Hypothesis testing revealed significant effects of knowledge, skills, and motivation on insurance sales volume among PT Axa Mandiri Financial Service salespeople, as evidenced by p-values below 0.05. This suggests that enhancing knowledge, skills, and motivation could substantially boost insurance sales. However, the analysis also indicated an insignificant direct impact of communication competence on sales volume. This might be attributed to the fact that communication competence primarily influences sales volume through direct selling methods. Effective face-to-face communication skills are crucial for building consumer trust and fostering successful interactions. Nonetheless, these findings diverge from previous research by Rendy Arafat in 2013, indicating potential contextual differences in the insurance sales domain of PT Axa Mandiri Financial Service. In conclusion, while improving knowledge, skills, and motivation are crucial for augmenting insurance sales, attention to enhancing communication competence, particularly in direct sales scenarios, could further enhance sales performance.

## CONCLUSION

In conclusion, the study demonstrated the significant influence of knowledge, skills, and motivation on insurance sales volume among PT Axa Mandiri Financial Service salespeople. These findings underscore the importance of investing in continuous training and development programs to enhance the competencies of sales personnel. However, the insignificant direct effect of communication competence on sales volume suggests a need for further investigation into the specific contexts and mechanisms through which communication skills impact sales performance.

- a. Knowledge has a positive and significant effect on sales volume. This means that when the level of knowledge of employees at PT Axa Mandiri Financial Service Cirebon increases, the volume of insurance sales at PT Axa Mandiri Financial Service will also increase.
- b. Skill has a positive and significant effect on sales volume. This means that when the ability level of employees at PT Axa Mandiri Financial Service Cirebon increases, the volume of insurance sales at PT Axa Mandiri Financial Service will also increase.
- c. Motivation has a positive and significant effect on sales volume. This means that when the level of employee motivation at PT Axa Mandiri Financial Service Cirebon increases, the volume of insurance sales at PT Axa Mandiri Financial Service will also increase.

Moving forward, PT Axa Mandiri Financial Service should consider the following recommendations:

- a. Invest in Training and Development: Develop comprehensive training programs focused on improving the knowledge, skills, and motivation of sales teams. This could include product knowledge training, sales techniques workshops, and motivational seminars to empower salespeople with the tools they need to succeed.
- b. Enhance Communication Skills: While communication competence was found to have an indirect effect on sales volume, it remains a critical factor in building consumer trust and facilitating successful interactions. Implement targeted communication skills training programs, with a focus on improving face-to-face communication abilities, active listening, and non-verbal communication cues.
- c. Conduct Further Research: Explore the specific contexts and channels through which communication competence influences sales volume within the insurance industry. This could involve conducting qualitative studies or market research to gain deeper insights into consumer preferences and the effectiveness of different communication strategies.

By implementing these recommendations, PT Axa Mandiri Financial Service can further optimize the performance of its sales teams and drive increased insurance sales volume in the competitive marketplace.

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