

## **COGNITIVE BEHAVIOR EFFECTS, CHARISMATIC ATTRACTION, ACHIEVEMENT OF THE ELIGIBILITY TO THE CONVECTION OF SALES VOLUME IN THE MOMENT OF CHOOSING**

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### **ABSTRACT**

*Sales volume is the number of units of the final result achieved by the company from the sale of products during a certain period. Sales are said to be an activity aimed at finding buyers and giving confidence to customers with the products offered, one of the factors that affect sales is the condition and ability of the seller, market conditions, capital, company organizational conditions and other factors. The research method used is descriptive and verification method, the data used is primary data with 71 respondents, the sampling technique uses purposive sampling method using the Slovin formula, the results of the t test (partial) x1 cognitive behaviors has no effect on sales volume, x2 charismatic appeal affects sales volume, x3 budget realization affects sales volume, while the f test (simultaneous) together there is an influence on sales volume.*

*Keywords: cognitive behavior; charismatic attraction; budget realization; sales volume*

### **INTRODUCTION**

In general, business owners hope to sell goods that will add value to their organization over time, in addition to their main objective of increasing profits. Sales is defined as an activity that seeks to locate buyers and instill trust in customers with the products given. A number of elements, including the seller's condition and abilities, market conditions, capital, and the company's organizational structure, can affect sales.

As for what affects distribution, it is a marketing activity that seeks to

facilitate and facilitate goods or services from producers to consumers, so that their users are as needed (price, type, quantity, place and time needed). In other words, the distribution process is a marketing activity that can create added value for products through marketing functions. According to (Afif et al., 2020)

The cessation of cooperation and small and medium-sized firms (Ministry of Cooperatives and SMEs of The Republic of Indonesia) demonstrated that the popularity of the party democracy does not "drop" to

MSMEs, indicating that this has no effect on sales income prior to the elections. According to Yulius, the deputy micro enterprise field of the Ministry of Cooperation and SMEs, the electorate in the 2024 election had a 90% lower MSMEs convention turnover than in the 2019 election, mostly due to a sharp decline in product sales throughout the campaign (40–90%). Field observations of a few MSMEs in the vicinity of the markets Jaya Tanah Abang and Jaya Senen have shown approximately fifteen MSMEs offenders involved in revenue reduction. Regarding the reason for the decline in sales, the first political party has already ordered products for the campaign through partner entrepreneurs; the second period of the 2024 elections is only 2.5 months; the third price of the sale of products for online campaigns is lower; the five campaigns prefer to distribute cash or cash offered by the shirt, while the four trends of the campaign allocate their money to use social media, buzz, and influencers for campaigns (CNN Indonesia 2024, Jan 9).

The debate between the candidate for president and the eye focused on the charismatic

attractiveness of a young candidate for vice president, along with personal assistants and assistants, is one of the elegances that attracts the public's attention. In 2024, each presidential and vice-presidential candidate gives its own wave, creates a sharp view of each society, and gives a new dimension to the political stage of democracy. The 2024 election process and phase are colored by political budgets, with electoral cost allocations reaching trillions of dollars, in the midst of highly competitive political disputes.

Minister of Money Republic of Indonesia Sri Mulyani Indrawati, acknowledgment of the overall political decision financial plan in 2024 arrived at Rp 26 trillion by 1 April 2024, the figure is recorded 67,9 percent of the complete financial plan payu of Rp 38,3 trillion of State Budget. This implies 70% has been spent on the grounds that for sure the decisions in February this year enhance the current use or Front stacking and different subtleties to be utilized for the Overall Political race Commission and Political race Oversight Office of Rp 23,8 Trillions, as per the financial plan used to pay the honorary of the Adhoc

Office, obtainment of products or administrations, execution of surveying and counting of votes, as well as the requirement for appointive IT means, and Rp 2.2 Trillion utilized for political race security and upkeep of safety and public request, satisfaction of the donations of political race security, foundation of administrations for supposed infringement of the general set of rules the executives of benefits, decisions to demand further liabilities in the spending plan and common obligation (Putri. 2024, April 26).

The following figure shows the proposed increase in the 2024 election budget with various factors for the proposed budget increase.

**Figure 1 Proposed election budget increase**



Source:(www.antaranews.com)

Based on figure 1 above The proposed increase in the 2024 election budget amounted to Rp 76.66 trillion, the budget increased three times from the 2019 election which amounted to Rp 25.59 trillion, this was due to several factors, the first was the increase in the number of voters and polling stations (TPS), the second was the adjustment of the price of facilities and infrastructure for election needs, the third was the increase in honorarium for election organizers at polling stations, the fourth was the cost of renting offices and logistics warehouses of the KPU in the regions, and the fifth was the procurement of protection for election organizers at polling stations. The budget breakdown is 82.71% of election stage activities worth Rp 63.41 trillion and 17.29% for election stage support activities.

This phenomenon is influenced by several factors including cognitive behavior, charismatic attractiveness, and budget realization on sales volume.

According to Tjiptono (2019: 129) sales is "direct persuasion with various media used to increase or maintain the number of products purchased by clients. Sales promotion also involves marketing operations

outside of personal selling, public relations and advertising money to increase effectiveness, and get customers from sellers using instruments such as presentations, exhibitions and demonstrations, etc. "

According to (Fauzan, 2019) that a person identifies "the charismatic attractiveness inherent in a person, must use the assumption of the stability and quality of personality possessed by this can be said to be a gift from God. Then this position is a difference with other people, because it is considered to have supra-natural power or humans who have privileges in the eyes of society".

A budget realization report is a report made by a government agency containing opinions, funding, and expenditures that have been made during a certain period. (Prasetyo, 2020).

## **LITERATUR REVIEW**

### **Sales Volume**

According to (Sumiyanti et al., 2021), sales is the purchase of a thing (goods and services) from one party to the other party in exchange for money from the same party. Sales is the source of the company's revenue, the larger the

sales, the greater the revenue received by the company.

According to (Swastha, 2020) "states that sales volume can be measured in 2 ways, namely the first way to achieve sales targets, which can be measured by units of products sold, and the second, the increase in the number of sales, increased profits obtained from the total value of the company's real sales in a certain period." Indicators of sales volume are achieving sales volume, getting profit, supporting company growth

specific and involves an effective service strategy to increase sales." Sales volume indicators are price, promotion, and product quality.

### **Cognitive Actors**

Human behavior in terms of actions or activities of mania, rational behavior can be understood as the response of an organism or person to stimuli from outside the subject. There are two kinds of responses: the passive form and the active form, whereas the passive form is an internal response that occurs within the human body and is not directly visible to other people, while the active one is when the behavior can be observed directly.

According to (Sujiono, 2021) "Cognitive is the ability to help solve problems, facilitate action, expand ability, and do according to its natural capacity".

Cognitive behavior states that thoughts, emotions, body movements, and behaviors are interrelated, and where thoughts can influence emotions. In another sense, cognitive conduct is an activity of considering and assessing an event using one's intelligence.

### **Charismatic Attraction**

According to (Weidmann et al., 2020), "the force of attraction is the physical appearance of a person, whether they appear attractive or not". Charismatic is a condition or talent that has an extraordinary ability in terms of leadership to arouse the worship and admiration of the community towards him.

### **Budget realisation**

According to (Sarsiti, 2020) The budget cycle is "the period or period from the time the budget is prepared until the time the calculation is passed by law. The fiscal year is a 1-year period to account for the

implementation of the budget for which the budget will be accounted for. The budget cycle can include the fiscal year and the time is longer than the fiscal year".

According to (Mardiasmo, 2018) "budget is a statement of estimated performance to be achieved during a certain period expressed in financial measures, while budgeting is a process or method for preparing a budget".

## **RESEARCH METHOD**

The research methods used are quantitative methods with descriptive and verification approaches.

The sample determination technique used in this study is based on the purposive sampling method using the Slovin formula. According to (Wahyudi, 2017), there are some desired error rates of 1% (0,01), 5% (0,05) and 10% (0,1%).

The double regression analysis test model is as follows:

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3$$

Description:

Y	= Sales Volume
A	= Coefficient Constant
B1+B2 +B3	= Regression Coefficient
X1	= Cognitive Actors
X2	= Charismatic Attraction

X3 = Budget realization  
(Sugiyono, 2019:308)

The Conviction Research Object in the Holy Area of Bandung contains 155 entrepreneurs and a total population of 71 respondents.

## RESULT AND DISCUSSION

**Table 1 Descriptive analysis**

Descriptive Analysis					
	N	min	max	mean	std. dev
Y	71	37	50	44.986	2.826
X1	71	37	50	45	2.833
X2	71	10	15	13.197	1.226
X3	71	10	15	13.197	1.226

Based on the above value that the initial value of X1 is minimum 37 and max 50, mean 45, standard deviation 2.826, for X2 minimum value 10, maximum 15, mean 13.197 and standard deviations 1.226, the minimum value for x3 is minimum 10 maximum 15, mean 13.197 and default deviation 1.226, whereas Y minimum value 37, maximum 50, mean 44.986 and standards deviation 2.826.

**Table 2 Multicollinearity test**

coefficient's				
model		Tolerance	VIF	
1	Cognitive behavior (x1)	0.956	1.046	<10
	Charismatic appeal (x2)	0.956	1.046	<10
	Budget realization (x3)	1	0	<10

Based on the above can be known value tolerance variable cognitive behavior (X1) of 0.956 whereas VIF value of cognitively behavior of 1.046, value toleration of Charismatic Attraction (X2) of 0.956 whereas value of VIF of 1.046, and value of Budget Realization (X3) of 1, while value VIF 0, which is the value of minus 10, so it can be concluded regression model does not occur multiclonality

**Table 3 Multiple linear double equations**

Model	Coefficients <sup>a</sup>			T	Sig.
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1 (constans)	0.490	0.3		1.61	0
(X1)	0.990	0.010	0.110	196.130	1.090
(X2)	0.000	0.000	0.000	65535.000	1.000
(X3)	0.020	0.010	0.000	-1.680	0.000

a. dependent variable: Sales Volume

Based on the table above can be obtained linear regression equations as follows:

$$Y = 0.490 + 0.990 X1 + 0.000 X2 - 0.020 X3$$

From these double linear regression equations can be interpreted as follows:

1. the constant ( $\alpha$ ) of 0.490 means, if x1, x2, x3 is value 0 and there

is no change, then the sales volume will increase by 0.490

2. The value of the cognitive behavioral variable x1 has a regression coefficient of 0.990
3. Variable value x2 power Charismatic pull has a regression coefficient value of -0,000
4. Variable value x3 power charismatic pull has a regression coefficient value of -0.020

**Table 4 Model Summary**

model summary			
model	R	Adjusted R Square	Adjusted R Square
1	0.999	0.998	0.984
a. predictors (constant): x1, x2, x3			
b. dependent variable: Y			

$$\begin{aligned}
 Kd &= r^2 \times 100\% \\
 &= (0.999)^2 \times 100\% \\
 &= 99,8\%
 \end{aligned}$$

The known R-Square of 99.8% indicates the influence of cognitive behavior, karmatic attraction and budget realization on sales volumes of 99.8% while the remaining 0.2% are influenced by other factors that have not been studied.

**Table 5 T-Test (Partial)**

Model	Coefficients <sup>a</sup>				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tol	VIF
	B	Std. Error	Beta				
1 (constans)	0.490	0.3		1.61	0		
(X1)	0.990	0.010	0.110	196.130	1.00	0.956	1.046
(X2)	0.000	0.000	0.000	0.00	0.00	0.956	1.046
(X3)	0.020	0.010	0.000	-1.680	0.00	1	0.000

a. dependent variable : Sales Volume

Table above shows

1. Cognitive behavior (X1) has a t value > t table (196.130 > 1,666) and with a Sig value of 1 > 0.05, then Ho is accepted and H1 is rejected which means that there is a partial not influence of cognitive conduct on sales volumes
2. Charismatic attraction (X2) has a t value > t table (65535>1.666) and with a Sig value of 0.00 < 0.05, then Ho is rejected and H1 is accepted which means that there is partially an influence of the charismatic attraction on sales volumes.
3. Charismatic Traction (X3) has a count t value > t table (-1.680> 1.666) and with a Sig value of 0.00 < 0.05, then Ho is rejected and H1 is accepted which means that there is a

partial influence of budget realization on sales volume

**Table 6 F-Test (Simultaneously)**

ANOVA					
<i>Model</i>	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Sig F</i>
1 Regression	3	558	186	20191.	0.000
Residual	68	0.9	0.000		
Total	71	465.739			

- a. Dependent variable: sales volume (Y)
- b. Predictors (constants): cognitive behavior (X1), charismatic attraction (X2) and budget realization (X3)

Based on the above table shows that the calculation value obtained of 0.764 this value will be compared with F table at distribution F with  $\alpha = 0.05$ , then known F value of size. From the above value can be known the value of F value < F table is  $20191 > 2.827$ . Then with the rate of significance  $0.00 < 0.05$ , the result of the hypothesis of the study indicates cognitive behavior (X1), charismatic attraction (X2) and realization of the budget (X3), simultaneously have significant influence on sales volume.

## CONCLUSION

The results of the study showed that the value of the measurement of the descriptive test variable the first value of X1 min is 37 and max 50, mean 45, standard deviation 2.833, for x2 minimum value 10, maximum 15,

mean 13.197 and default standard 1.226, minimum value for x3 minimum 15, maximum 15, mean 13.197, standard deviations 1.226, for Y minimum value 37, maximum 50, mean 44.986 and standard deviants 2.826.

From the Model Summary result that the R-Square value shows a value of 99.8%, then can be meant cognitive behavior (X1), charismatic attraction (X2) and budget realization (X3) towards sales volume (Y) at 99.8% and the remaining 0.2% are influenced by other factors. The relationship between the variables is good if the R-square is 50%, and if it is below 50% then it is said to be very good.

The result of the t (partial) test of cognitive behavior (X1) has a counting t value > t table ( $196.130 > 1,666$ ) and with a Sig value of  $1 < 0.05$ , in the sense of not influencing sales volume, the Charismatic Attraction (X2) has a t value > t table ( $65535 > 1.666$ ) as well as with the Sig value is  $0.00 < 0.05$  in the meaning of affecting sales volumes, the Charismatic Attraction (X3) has the t value > t table  $1.680 > 1.666$  and with



a Sig value of  $0.00 < 0.05$  in the meaning of affecting sales volumes.

Test f (simultaneously) of  $0.00 > 0.05$ , the results of the study hypothesis stated cognitive behavior (X1), charismatic attraction (X2) and budget realization (X3), simultaneously have significant influence on sales volumes.

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