

The Effect of Online Frontliner Interpersonal Communication on Consumer Purchase Decisions of Cv Borneo Store Banjarmasin

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ABSTRACT

The existence of frontliners has a very viral role in providing services to consumers, because they are the first people faced by consumers when interacting with companies. As a company representative, frontliners function to create a positive first impression through the attitude and service provided. The quality of service shown by the frontliner will greatly affect consumers' perception of the company, which can ultimately affect their purchasing decisions. Therefore, good interpersonal communication from the frontliner is key in creating a satisfying customer experience. This study aims to determine the influence of online frontliner interpersonal communication on purchase decisions in CVs. Borneo Store Banjarmasin. The research method used is a quantitative approach with data collection through questionnaires distributed to consumers who shop at CV. Borneo Store. The research sample is 73 people who are randomly selected using the *simple random sampling* technique. The collected data was then analyzed using a simple linear regression with reference to the AIDDA (Attention, Interest, Desire, Decision, Action) theory, which describes the stages in the consumer decision-making process. The results of the study show that good interpersonal communication from online frontliners has a significant effect on consumer purchase decisions. A simple linear regression test showed that the determination coefficient was 40.1% with a significance level of 0.001 (<0.05), which means that online frontliner interpersonal communication had a considerable influence on the purchase decision. These findings show that effective communication between frontliners and consumers, both in-person and online, is important for building relationships, creating trust, and driving purchasing decisions. Companies need to pay attention to the quality of frontliner communication, especially in the digital era, to increase customer satisfaction and loyalty.

Keywords: Online Frontliner, Consumer, Purchase Decision, AIDDA Theory, Simple Linear Regression, Interpersonal Communication

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1. Introduction

The very rapid development of technology in the modern world has yielded many results in various advances in the social situation. The technology that humans use to complete and simplify tasks is essential in life. This technological development must be accompanied by the development of human resources. As a technology user, one must be able to take advantage of current technology and future technological advancements. The rapid development of technology in the industry today makes sales companies have very wide access to information about products on the market. Therefore, companies must find ways to communicate their products to consumers.

In addition to prices, advertisements, and location in the company, however, customer service communication also has an important implication on the company's sales, it is also said in research that communication is a form of business strategy in increasing customers. And the study also says that communication is a promotional medium in increasing sales. (Muchammad Nur Andie Setyawan, 2023) (Amelia & Iswadi, 2023)

Communication is not only done face-to-face (two or more people), but can also be done through social media. Using media such as computers, laptops, mobile phones, and others. This encourages the interest of business actors to introduce and market products through the internet, including online stores, markets, e-commerce, social media and others that can be accessed through various types. Social networking sites such as Instagram, Whatsapp, Shopee, tokopedia, websites etc. According to one of the communication objectives Ask others to do it there may be something different, this may work a communication professional can plan the future before him, create groups and people, interact with others, Understand others, etc. Human communication can make news, information and ideas happen. (Syaroh & Lubis, 2020)

Communication is an effective way to convey information about products to customers, this is supported by research that Communication is the process of sending and receiving messages from one person to another either directly or indirectly, by writing, verbal and nonverbal language through communication, business people can convey information about the features, prices, and benefits offered to help customers make purchase decisions. Additionally, good communication can help companies build brand trust and loyalty among customers. (Mawaddah & Elisa Ha , 2021)

(Suwanto & Arviana, 2023) said interpersonal communication can be a form of human communication that is usually intuitive and includes shared impact or *feedback* and aims to manage relationships with each other. Through interpersonal communication, therefore two-way communication in *the relationship between frontliners* and consumers is very important.

The existence of *Frontliners* is nothing but as a person who is in service or a person who deals directly with consumers. Therefore, the attitude and service of a *frontliner* is a picture of the company's image because *the frontliner* is a service that represents the company. If the service and interpersonal communication shown by a *frontliner* is good, then consumers will feel appreciated and responded to their presence. But on the other hand, if the service provided is lacking, it will affect customer loyalty and the company's vision, this is said by research. (Sitompul, 2019)

Frontliners have an important role in a buying and selling company because it is a communication activity as an important input to purchasing decisions and to give a good response to products and services offered by the company. This is also supported by research from the results of the research that said that there was an influence of female presenter interpersonal communication on (Dhewanti, 2017) *consumer* decisions in buying cigarette products by 29.4%. And the study also said that there was an influence of salesman interpersonal communication on consumer purchase decisions. This says that interpersonal communication skills are indispensable in attracting consumers to buy the products being sold. (Gaol, 2018)

The need for an active role of *frontliners* in daily activities in helping the company's success to raise the company's prestige as an intellectual organization. A *frontliner* who has undergone training will get the company's *standard operating procedures* (SOPs) containing regulations that will be decided in the middle of the purchase handle. These rules include provisions for selecting consumer targets, selecting offer targets, transaction flows, and client communication strategies. Considering the front-line SOP strategy that the frontline decided to carry out in the cast's hand, it was used according to the criteria of scientific thinking, that is, interpersonal communication is a problem. In this question being carried out, it can be said that the front line uses communication when doing marketing, but the contrast in this video is meireinuingkan uintuik meingitahuii keiuintuingan komunikasi onlinei kepada peimbeilian produik in CV. Borneio Storei. In this study, it is inscribed how online information is implemented in the context of the implementation of the product in the CV. Borneio Storei Banjarmasin.

The advancement of knowledge and sophisticated innovation implies that the data of playing peiran pointing in uipaya uintuik increases the advancement of education in Indonesia. The existence of technology has been felt by many people in obtaining information such as performing online transactions. In this era of virtuous meidia, having an international trade is very productive and beneficial. As long as people are meingitahuii and want to be part of the online buirsa uintuik beirtuikar, the number of online juial services will increase. Usually what increases the rate of online trafficking.

CV. Borneio Storei is a store that specializes in all kinds of products *such as the new Applei* products.

CV. Borneio Storei is the *reiseilleir* of Applei teirpeirtrusta which has been around since 2017. Beirpuiasat in the city of Banjarmasin and has seven branch stores spread across Kalimantan Seilatan (Kalseil) and Kalimantan Teingah (Kalteing). These seven branches are located in seven cities, namely Banjarmasin, Banjarbarui, Tanjung, Batuilicin, Palangka Raya, Sampit, and Pangkalan Buin.

CV. Borneio Storei not only imitates boxing in a direct way (*offline*) but also imitates and balances boxing in an *online* way in order to get *rid of the cuistomeir* that is good from Storei. CV. Borneio Storei currently has a program or application called qisquis in order to be able to use Whatsapp and Instagram in its branches, as well as *Markeit Placei* in Shopeiei and Tokopeidia and *Weibsitei* Borneio Storei.

The theory of intermediarial communication above, *peinuilis* implies that intermediation is a way of communicating the meaning of the same individual, another individual, or another party, to exchange meaningful information, which can carry meaning and achieve the desired results among the consulted. Further online *frontliners* an activity that involves the service of the service of the customer and involves the product as the product of the service and the prospective product of the service or product that is provided.

2. Theoretical Foundations

Interpersonal communication has a great influence on influencing others. Interpersonal communication is communication that occurs between two or more people, usually informally. In interpersonal communication, each individual involved in interpersonal communication plays the role of a sender or receiver of a message. Meanwhile, according to the situational perspective, it is argued that interpersonal communication specifically observes the interaction of two people who communicate verbally and nonverbally at the same time. Interpersonal communication is also responsive. Interpersonal communication is communication between two people that goes through certain stages of interaction and relationship, ranging from the level of familiarity to the level of distance and continuous repetition. It also added that interpersonal communication is the process of conveying messages from one person to another person (other party). According to this sense, communication is associated with the exchange of meaningful information and will bring results between individuals who communicate. From some of the expert descriptions above, it can be concluded that interpersonal communication is a form of communication of a person or individual that forms a communicative interaction to obtain information. (Rahmi, 2021) (Anggraini et al., 2022) (Rahmania & Pamungkas, 2019)

According to Interpersonal Communication is also processual, transactional, individual and personal knowledge, as well as meaning making. Because interpersonal communication is a continuous process. This means that communication is always evolving and becoming more personal from time to time.

Transactional, because at its core, interpersonal communication is the process of translating communication between many people. The transactional nature of interpersonal communication that occurs naturally impacts the communicator's responsibility to convey a message clearly to the individual, as the deepest part of interpersonal communication is the individuality that relates to the person as a unique individual who is different from others. Personal knowledge, because interpersonal communication contributes to the development of personal knowledge and our understanding of human interaction. To understand the uniqueness of each individual, we ourselves must understand the thoughts and feelings of others. (Aesthetics, 2018)

According to Devito, effective interpersonal communication has indicators, including: (Rizaldi, 2020)

1. Openness is the willingness to respond happily to the information received in the face of interpersonal relationships. Openness or openness is very influential in fostering effective interpersonal communication.
2. Empathy is feeling what others feel or the process when a person feels the feelings of others and grasps the meaning of those feelings and then communicates them with such sensitivity that it shows that he truly understands the feelings of others.
3. Supportiveness is a situation that is open to support communication so that it can be effective. A supportive attitude is an attitude that reduces defensive attitudes in communication.
4. Positivity is a positive feeling towards oneself, the ability to encourage others to participate more actively and the ability to create a conducive communication situation for effective interaction.
5. Equality, is the recognition that both parties respect each other, are useful and have something important to contribute.

(August, 2022) Describe Purchase Decision is a form of consumer behavior in using or consuming a product. Consumers, when making a decision to buy or use a product, go through a process that describes how consumers analyze other types of information with each other to make a purchase decision. also added that a purchase decision is an action of consumers in choosing a purchase of goods or services that have been properly selected and in accordance with the consumer's desire to meet a need, then a decision will occur in the purchase. (Tua et al., 2022)

Supported by Kotler and Armstrong's opinions quoted in the purchase decision is a problem-solving process that includes steps such as analyzing needs and wants, searching for information, evaluating price information sources, making purchase decisions, making a decision. purchase decisions and post-purchase actions. It is also argued that purchase decisions are a component

of consumer behavior, where consumer behavior is the study of what a person or group is like in determining, buying, consuming, and what products, ideas or experiences are like to satisfy consumer needs. (Oktarini, n.d.) (Sari & Elpanso, 2022)

From some of the definitions above, it can be concluded that a purchase decision is an action of consumers in buying a product where in every purchase consumers always instill an attitude of understanding towards the steps to be taken. You can determine your attitude and take appropriate action.

The indicators of purchase decisions according to Kotler are as follows: (Tuddin, 2015)

1. Recognition of needs, The buying process begins with the introduction of needs, where the buyer recognizes a problem or need. Buyers feel the difference between the actual conditions and the desired conditions.
2. Information Search, Consumers can search for information from many sources:
 - a. Personal sources: Family, friends, neighbors, and acquaintances.
 - b. Commercial sources: Advertising, sellers, agents who handle, packaging and display.
 - c. Public sources: Mass media and consumer rating organizations.
 - d. Experienced resources: Handling, testing, and use of the product.
3. Alternative evaluation, Alternative evaluation is the process by which alternatives and alternative evaluations are selected to meet consumer needs. When consumers want to buy an item but shortly before seeing it in another brand, consumers will re-evaluate the purchase to be made with another brand as a replacement. The assessment criteria that consumers often give are price and brand.
4. Purchase decision, After determining which option to choose, the consumer will determine which product he or she will buy. This selection process will use a number of selection techniques (decision-making rules). Decision-making rules are the techniques that consumers use to choose alternative products or brands.
5. Post-purchase behavior, In the purchase decision process, consumers will not stop at the consumption process. Consumers will conduct an evaluation process on the consumption carried out. This process can be called the second stage of substitution. The result of this process is that consumers are satisfied and dissatisfied. If the consumer is satisfied with the purchase he has made, then he will buy a new one, but if he is dissatisfied then he will do the following:
 - a. Staying silent, bored and expressing their displeasure and disappointment to friends.
 - b. Send a letter to the place of purchase or to the store to file a complaint and ask for compensation.

- c. Sending a letter of complaint to a newspaper, magazine or complaint to a consumer protection organization.

This is related to Teori AIDDA regarding the AIDA Theory argues that purchasing decision-making is a psychological process that must be passed by consumers or buyers. The process starts from the stage of attention to the goods or services. Then if impressed, move to the interest level to find out more about the product or service. characteristics of a product or service that if the strong interest continues to the stage of desire/interest (*Desire*), because the level of goods or services offered is in accordance with their needs. If the desire and interest are very strong due to internal impulses or external persuasive stimulus, the consumer or buyer will make an *act of purchase decision* of the goods or services they want to buy.

According to the statement, communicators tend to be of the same opinion that in facilitating communication, it is better to use the so-called A-A approach (Effendy, 2000) *Procedure* or *from Attention to Action Procedure*. A-A *Procedure* This is actually a simplification of a process abbreviated as AIDDA. A communicator will have the ability to change attitudes, opinions and communication behaviors through the mechanism of attraction if the communicator feels that the communicator participates in him or the communicator feels that there is a similarity between the communicator and him, so that the communicator is willing to obey the message communicated by the communicator. The attitude of communicators who try to identify themselves with these communicators will cause sympathy for communicators.

Teori AIDDA disebut A-A *Procedure* atau *from Attention to Action Procedure*. AIDDA theory is an acronym for: (Effendy, 2005)

- A : *Attention* (Perhatian)
- I : *Interest* (Minat)
- D : *Desire*
- D : *Decision*
- A : *Action*

In this study, the theory used is the AIDDA theory. AIDDA is one of the basic theories that is widely used in the world of marketing as a stage that must be remembered in the process of selling a product or service. According to this theory, the promotional tools used must attract attention, gain and encourage interest, arouse desire and produce actions or conclusions. The purchase decision by consumers in the AIDDA theory is explained in four stages, namely:

1. The attention stage is the stage where marketers must be able to make consumers aware of the existence of marketers' products. This stage where a *frontliner* comes and greets consumers well and politely to get attention from consumers.
2. The interest stage, after successfully gaining the attention of consumers, must be followed up well,

namely the stage of providing product information, persuading and being able to provide reasons why consumers should buy the products offered. Furthermore, in this stage when the *frontliner* has gained the attention of the consumer, he must introduce himself and clearly define the product to be offered so that the consumer feels interested in listening and wants to know more.

3. The desire stage is the stage of providing offers that cannot be rejected by consumers, where the desire and desire to buy products arises. This stage is the most important stage and affects the results. *Frontliners* must be smart in processing words when there is a debate or offer from consumers. In addition, *the frontliner* must remain polite and patient. In this stage, a *frontliner* provides attractive offers about the product, informing the superior quality in the product including the selling price offered which will attract consumers to make a decision to buy the product.
4. Decision stage, the stage where there is trust to decide to buy a product. This stage occurs when the consumer's desire to buy the product has occurred at its maximum level. This stage can also occur depending on the attitude of the *frontliner* when the offer between the two occurs.
5. The stage for buying action (*action*), the stage where consumers have reached the deadline for deciding to buy the product offered.

Ha: There is an influence between Interpersonal Communication *Frontliner Online* with the Consumer Purchase Decision CV. Borneo Store Banjarmasin.

Ho: No influence between Interpersonal Communication *Frontliner Online* with the Consumer Purchase Decision CV. Borneo Store Banjarmasin.

3. Methodology

The methodology in this analysis is the quantitative analysis, which results in the analysis of the numerical data (numbers) that are diional and statistical methodology. This correlational is interpreted that, the study of the information is related to the communication of the online *frontlineer* in the context of the CV. Borneio Storei Banjarmasin was carried out by the deinguan meinguai kuikui deinguai deinguai deangan deangan deangan deanguchi anguan, uintuik meinuir seijauih where the Communication of the Inteirpeirsonal (X) beirpeingaruih teirapap keipuituis peimbeilian (Y).

3.1 Data

Popularization in learning is a consequence that simulates the production of products in CV. Borneio Storei Banjarmasin in Feibruiari and Mareit in 2024 which has 89 people. The sampling technique in this study is called *Probability Sampling*, namely *Simplei Random sampling where the sampling* of members is carried out in a random way without paying attention to the criteria. There are some of the students who are known as the students of the Feibruiari and the mareit who are beirjuimalah (the samplei that is hituing) from

the 89 Consortium who are involved in the production of *the Online method* in the CV. Borneio Storei Banjarmasin.

4. Results and Discussion

From the results of the descriptive analysis of each variable, it was found that the value of the normality of the uji in the variability was $0.200 > 0.05$, so the data produced could be said to be normal beirdistribuisi. Let's say Uji lineiaritas keidua variablei seibeisar $0.889 > 0.05$ which means huibuingan keidua variablei lineiar.

Table 1. Normality Test

Variable	Sig.	Ket
Interpersonal Communication	0.200	Usual
Purchase Decision		

Table 2. Linearity Test

Variable	Sig.	Ket
Interpersonal Communication	0.200	Usual
Purchase Decision		

The results of the data collected from the study were based on the analysis technique of the linear reigreisi seideirhana.

Tabel 3. Output SPSS Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regr	1222.819	1	1222.819	17.381	<.001 ^b
	essio					
	n	1829.181	26	70.353		
Total		3052.000	27			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Komunikasi Interpersonal

Based on the results of the SPSS table above, a significance value (Sig.) of 0.01 (< 0.05) can be concluded that Ha is accepted and Ho is rejected which can be said that "the international communication *Frontlineir Onlinei* Facing the Competence of Consumers in Manufacturing in CV. Borneio Storei Banjarmasin.

Tabel 4. Output SPSS Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.079	10.416		2.504	.019
	Komunikasi Interpersonal	1.051	.252	.633	4.169	<.001

a. Dependent Variable: Keputusan Pembelian

Hasil perhitungan koefisien regresi seideirhana diatas memperlihatkan nilai Constant (a) sebesar 26.079 sedangkan nilai t (b/koefisien regresi) sebesar 1.051, sehingga persamaan regresinya dapat diuraikan :

$$Y = a + bX$$

$$Y = 26.079 + 1.051X$$

The similarity of the teirsebuit can be illustrated as follows:

The constant 26.079 means that the value of Constant (a) is a variation of participation in 26.079.

Koefisien regresi X Sebesar 1,051 indicates that for each increase of 1% of the tuisit value, then the partition of the new increase of 1,051 koefisien regresi teirsebuit beira is a positive value, so it can be said that the direction of the peingaruh variation X is positive or meingandung peingertian that the communication of the inteirpeirsonal *frontlineir onlinei* beirpeingaruh is positive in the face of the consuimein pinoiriyin of the consuimein.

Tabel 5. Output SPSS Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 ^a	.401	.378	8.388

Beirbase tabel above the value R is the symbol of koef. In the above table, the correlational value is 0.633. The value of teirsebuit can be said to have a cuikuip. Maylaluii tabel above juga is dieiroleih the value of koefisien deiteirminasi which implies that the quality of regresi. Model is intuited by the interaction between the two variabel indeipeindein and variabel deipeindein. The value of Koefisien Deiteirmination which was approved by the Koefisien was 40.1%. However, it can be shown that variabel indeipeindeint X affects its annual contribution of 40.1% in the face of variabel Y.

Based on the results of the analysis of SPSS Veirsi 29.0 which has been described above, the results show that Variabeli (X) Communication is inteirpeirsonal *Frontlineir onlinei* beirpeingaruh is significant in the face of the Y variation of Peimbeilian in the consuimein CV. Borneio Storei Banjarmasin. That the direction of the variable X is positive. This is based on the results of the recitation of the regurgitation in the Regresi lineiar seideirhana beirbased on the significance value of the Coefficieints tabel sebesar $0.001 < 0.05$ so that it can be said that Variabeli X beirpeingaruh is facing Variabeli Y. If the koefisien deiteirmination is 40.1%, then the beirpeingaruh is positive, meaning that the better the communication of the international *Frontlineir Onlinei* In the face of consuimein, the higher the puila of the Peimbeilian in the consuimein. Meanwhile, 59.9% of the factors that affect the Y varia are compared to other factors that have not been studied. What is not examined includes factors such as store and product appearance, product quality, product price and social media promotion.

In this study, it is stated that Ha is meineirima and Meinolak H0, so the hypothesis that is formalized is that if Ha is sent it means Inteirpeirsonal Communication *Frontlineir Onlinei* beirpeingaruh teirfacing the Keipuituisan Peimbeilian Konsumein in CV. Borneio Store Banjarmasin.i

Based on the results of the research on the variability of international communication and the variability of the AIDDA stage (*Atteintion, Inteireist, Deisirei, Deiscision dan Action*) that the average respondein is the same as the production of products in CV. Borneio Storei is known for its good international communication activities. *Frontlineir onlinei* In order to make the people know about it, the attraction of the products of the company is a transaction of the products of the company.

Peirhatid, which is interpreted meimang meiruipakan stages *Attainment* konsumein teirhadap produik CV. Borneio Storei untuik meimpeingaruhi or meinarik peireyea konsumein is the first step that must be done. For example, per person *Frontlineir Onlinei* Peirlui wants to consider conversation and ask questions that are recurrent or reinforcing information. This first stage of peirtuijuian untuik makes prospective consumers aware of the products or services offered. Without attention, there are no steps that can be taken. Attention that results can increase the likelihood of konsumein in the next stage of the process.

The only step is to raise *Inteireist* konsumein. It can be achieved by the desire to create motherhood or personal desires in the solution offered *Frontlineir Onlinei*. For example, the konsumein increases the production of business activities in the year 6 years, *frontlineir* In addition to the offer of the products that will be offered, the existence of a product that is as maternal as a consumer has attracted a lot of interest and curiosity.

Invent *I will decide* untuik meiwon or meingune the products offered is the strategy of untuik to achieve the independence of the people. Aiming for desire is the stage where communication becomes more *The New York City* very peinting untuik meingemuikakan keiuinggulan produik seirta keiuinggulan *storei* In order to be able to increase interest in becoming a desire. For example *Frontlineir Onlinei* meinuinjuikkan video produik secara deitail seirta menyaminpai keiuinggulan *storei* The bonito and warranty that is given when performing the application on the CV. Borneio Storei Banjarmasin.

As a result of the interest in becoming a desire, the stage *deicision* untuik meimbeili will be teirjadi. Reflecting the information that untuik is responsible for is the essence of effective international communication, this involves the imbuing of information that is used by untuik to create an informative choice and to remind the knowledge or doubts that may only be possible. Confucianism will certainly take into account the importance of the government and *Frontlineir Onlinei* Influencing the konsumein in the process of taking this pupuituis deingyeiakan meinyeikan according to the information that exists untuik to remind the konsumein

of the consumer doubts so that the consumer meireika feels confident that the keipuituis meireika is the right thing to do at this stage.

Final stage *action*, Consumers want to take concrete action, i.e. to replicate the products offered *Frontlineir Onlinei* Dengan replicates transactions and remittances of Kei Konsumerein products. In the same way as the act of peimbeilian, uipaya beirlanjuit deingan implies the integrity of the uintuik peimuikan to encourage the peimbeilian beiruiling and loyalty.

The AIDDA doctrine encourages and directs how to communicate internationally *Frontlineir Onlinei* It can be used in an effective way at each stage of the process of imbeilian. Deingan understands motherhood and motivation for consumein at each stage, *Frontlineir Onlinei* can maximize the efficiency of the integration and increase the likelihood of becoming a participant. *Frontlineir onlinei* The results of the integration of AIDDA theory in the strategic communication of the international community will be able to implement the integrity of the concept in a positive way.

5. Conclusion

Beirdasarkan pada hasil peineelitian teintang Peingaruhi Komuinikasi Intep *Frontlineir Onlinei* Teirhadap Keipuituisan Peimbeilian di CV. Borneio Storei Banjarmasin, dapat disimpulkan adanya Peingaruhi Komuinikasi Inteirpeirsonal *Frontlineir Onlinei* Teirhadap Keipuituisan Peimbeilian di CV. Borneio Storei Banjarmasin. Hasil ini dikeitahuil meilalui Teiori AIDDA (*Atteintion, Inteireist, Deisirei, Deiscision dan Action*) reisponden seitujui deingan peimbeilian produik di CV. Borneio storei dipeingaruhi oleh keigiatan komuinikasi inteirpeirosonal yang baik oleh *Frontlineir onlinei* agar meimeinuihi peingeitahuian, keiteirtarikan seihingga teirjadi transaksi peimbeilian.

The result of the recitation of the Constitutionality in the Reigreisi lineiar seideirhana beirbased on the significance value of the Coeifficieints tabel sebesar $<0.001 < 0.05$ so that it can be said that Variabeli X beirpeingaruhi is facing Variabeli Y. The number of coeifisiein deiteirmination per 40.1% while 59.9% represents factors that affect the Y variability from other factors that have not been studied.

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