ABSTRACT

INFLUENCE OF PERSONAL SELLING AND
ADVERTISING IN MEDIA TELEVISION CONSUMER PURCHASE DECISION
ON THE TELKOM SPEEDY
(A SURVEY ON CONSUMER SPEEDY IN UCS REGIONAL III OFFICE BANDUNG)

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development of Internet technology led to fierce competition among providers, internet providers, especially in the city of Bandung, especially in the city of Bandun. many strategies are being made to attract consumers to purchase, such sales are face to face and promotion through television advertising media. The purpose of this study was to determine how much influence to-face sales and advertising via television media to the consumers to purchase kepututsan prodk Telkom SPEEDY in UCS REG III Bandung.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is the consumers who make purchases in the London office of UCS REG III, amounting to 100 with a sample of 100 respondents. Statistical test used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the aid program SPSS 17.0 for windows applications.

Based on the research results can be seen that the level of respondents about-face sales are considered either. respondents about advertising on television was good and the responses of purchase decisions are considered quite good. While simultaneously there is a significant effect between face to face sales and advertising via television media to the decision. while the partial sale of variable face to face significant influence on consumer purchase decision on Telkom SPEEDY in UCS REG III Bandung, as well as advertising on television which is partially significant impact consumer purchase decisions.

Key words: Personal selling, through the medium of television advertising and purchasing decisions