ABSTRACT

Albertus Wisnu N, 21205073, *"The Implementation of Personal Selling In Influence for Customer Purchase Decision of Motorcycles Honda at CV. Aceh Honda Motor* Bandung*". Under the guidance of Dra. Rahma Wahdiniwaty.,M.Si*

The high of purchase interest society for transportation especially motorcycle,Trigger competition between motorcycle dealers. high competition and consumers are selective, requiring dealers to use strategies in order to attract consumers to make purchases. The strategies Aceh Honda Motor used to attract consumer attention is to use the Personal Selling which includes a preliminary approach, exhibition and percentation, overcoming objections, closing sales and follow-up and maintenance of consumers as well as possible.

The purpose of this research to find out the response of respondents for implementation Personal Selling, to find out Honda motorcycle purchasing consumer decision, and to find out as far as what the implementation of Personal Selling effect for consumer purchase decision at CV of Honda motorcycles. Honda Motor Aceh Bandung.

The method used in this research is method survey with descriptive and verification approaches. The population of this research 150 amount, and withdrawal techniques using random sampling to obtain a sample of 60 consumers. Techniques of data collection using interviews, observation, questionnaires and documentation. Analysis method using Pearson product moment and Spearman coefficient of determination, as well as t test using SPSS 16.0 for windows.

Based on the results of this research is that the level of the relationship between personal selling with consumer purchasing decision is very strong and one way, and the influence of personal selling for purchasing decision of consumer obtained result of 70.22% while the remaining 29.78% influenced by other factors such as quality, price and promotion. This means that the better implementation of personal selling, the higher consumer purchasing decisions.

Keywords: Personal Selling and Purchasing Decision