ABSTRACT

DEWI HARYANTI "*The Influence Of Implementation Of Personal Selling And Reference Group To Consumer Purchasing Decision On A Motorcycle Honda Vario At Pd. Sinar Karya Bandung*", dibawah bimbingan Dra. Rahma Wahdiniwaty, M.Si.

Personal selling is an presentation in a conversation with one or more potential buyers in order to make the sale. While the reference group is the group that has a direct or indirect influenceon attitudes or behavior. While consumer purchasing decisions areas an individual in the selection process of the actions of two or more alternative choices. The purpose of the study was todetermine the effect of the implementation of personal selling and reference group on consumer purchasing decisions on a motorcycle Honda Vario in PD. Sinar Karya Bandung work either partially or simultaneously.

The method use in this researh is descriptive research surveymethods and verifikatif. The study population consists of 277 consumers, and research techniques using accidental sampling of 100 customers. The technique of collecting data using interviews observation and questionnaires. Calculation method of analysis using Pearson correlation, regresiion analysis, correlation coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 17.0 for windows.

The results on the influence of the implementation of personal selling, and a reference group of consumer purchasing decisions showing pretty good results. Results of analysis showed the influence of the implementation personal selling and reference groups have a positive and significant impact on consumer purchasing decisions at the motorcycle Honda Vario in PD. Sinar Karya Bandung. Then the impact of simultaneous rather than partially. This means that personal selling and capable of generating a reference group of consumers to make purchasing decisions.

Key words : personal selling, reference groups, consumer purchasing decisions