ABSTRACT

The Influence of Personal Selling and Sales Promotion on Consumers Purchasing Decisions of Olympic Furniture In CV. Suka Damai Soreang

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The research was conducted on consumers CV. Suka Damai Soreang. The phenomena is the growing needs of consumers one of them needs to furniture, many furniture products that bring quality competition, one of the products offered by CV. Suka Damai Soreang is Olympic furniture. Marketing strategies used to attrac by using a strategy of personal selling and sales promotion. But what happens in reality in consumers purchasing decisions of Olympic CV. Suka Damai Soreang it tends to decrease. The purpose of this study was to determine how big the influence of personal selling and sales promotions on consumer purchasing decisions at the Olympic furniture products in CV. Suka Damai Soreang.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is the consumers who buy products Olympic furniture in CV. Suka Damai , amounting to 75 people with a sample of 65 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 19.0 for windows applications.

The results of analyzes using multiple linear regression can be seen that personal selling variables have a positive effect on consumer purchase decisions in CV. Suka Damai .Soreang. Second, the variable sales promotions have a positive effect on the CV. Suka Damai Soreang of consumer purchasing decisions. The analysis using the t test can be known personal selling, and sales promotions have a significant effect on consumer purchase decisions in CV. Suka Damai Soreang. The analysis using the coefficient of determination of personal selling and sales promotion to simultaneously deliver a variable influence on consumer purchase decisions by 75.2% while the remaining 24.8% of the influence of other variables that are not investigated.

Key words: personal selling, sales promotion, consumers purchasing decision.