ABSTRACT

EFFECT OF PERSONAL SELLING AND SALES PROMOTION CUSTOMER BUYING DECISIONS TRANSVISION (SURVEY ON THE PT. INDONUSA TELEMEDIA BRANCH BANDUNG)

By : Arieansyah Bisma
Supervisor : Rizki Zulfikar, SE., M.Si

This research was conducted at the customer Transvision PT. Indonusa Telemdia branch Bandung. The phenomenon that occurs is the growing medium of information and entertainment one of them is TV Prepaid, Prepaid TV development will lead customers to use prepaid TV service quality and optimal salesperson. The problem faced is the salesperson often pursuing a strategy to attract consumers, one of them as greeting introduction, explaining the benefits of customers and use the promotion given company so that resulted in customers making purchases. But salespeople Transvision PT. Indonusa Telemedia branch Bandung less attention to it.

The purpose of this study was to determine how much influence personal selling and sales promotion on purchase decisions of customers Transvision surveys at PT. Indonusa Telemedia Branch Bandung.

The method used in this research is qualitative and quantitative methods. The unit of analysis in this study is the customer who purchased the brand Transvision PT. Indonusa Telemedia Branch Bandung, amounting to 1048 customers with a sample of 100 respondents.

The results showed that personal selling and sales promotion simultaneously influence the purchase decision variables. While partially showed that personal selling significantly influence purchasing decisions and sales promotion significantly influence the decision. This means that personal selling and sales promotion can improve the customer purchasing decisions Transvision in PT. Indonusa Telemedia Branch Bandung

Keywords: personal selling, sales promotion, purchasing decisions