

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh elemen – elemen *sales promotion girlsmartphone* Samsung terhadap Keputusan Pembelian *smartphone* Samsung Indonesia Pada tahun 2015. Sampling dalam penelitian ini berjumlah 400 respon dengan menggunakan teknik sampling *non probability sampling* dengan metode *convinience sampling*. Hasil penelitian yang dilakukan menunjukkan bahwa responden memberikan respon yang baik terhadap *sales promotion girlsmartphone* Samsung Indonesia. Responden dalam penelitian ini juga merespon baik terhadap keputusan pembelian. Pengaruh variabel *Prospecting and qualifying, Preapproach, Approach, Presentation and Demonstration, Handling Objections, Closing, Follow-up* terhadap keputusan pembelian yaitu sebesar 50,8% sedangkan sisanya 49,2% dipengaruhi faktor-faktor lain yang tidak diteliti. Sementara dengan hasil uji simultan diketahui bahwa *Prospecting and qualifying, Preapproach, Approach, Presentation and Demonstration, Handling Objections, Closing, Follow-up* secara bersama-sama (simultan) berpengaruh terhadap keputusan pembelian. Hasil menunjukkan secara parsial variabel *Prospecting and qualifying, Preapproach, Presentation and Demonstration* dan *Handling Objections* berpengaruh signifikan terhadap keputusan pembelian secara parsial, sedangkan variabel *Approach, closing* dan *follow-up* tidak berpengaruh.

Kata kunci : *Personal Selling, sales promotion girl, Keputusan Pembelian.*

ABSTRACT

This reaserch conducted to determine the influence of the elements of sales promotion girl Samsung smartphone to the buying decision of Samsung Indonesia smartphone in 2015. Sampling techniques in this research is non probability sampling with convinience sampling method with 400 responden. The results of research show that the respondents who respond both to the Samsung Indonesia smartphone sales promotion girl. The respondents in this research also respond to both the buying decision. The influence variables prospecting and qualifying , preapproach , approach , presentation and demonstration , handling objections , closing , follow-up to of the buying decision is of 50,8 % while the rest 49.2 % influenced other factors that is not examined. While with the simultaneous test known that prospecting and qualifying , preapproach , approach , presentation and demonstration , handling objections , closing , follow-up together (simultaneous) influence on the buying decision. The results shows partially variable Prospecting and qualifying, Preapproach, nice Presentation and Demonstration and Handling Objections significant effect against the purchasing decision partially, while in the variable Approach, closing and follow-up has no effect.

Key word : *Personal Selling , Sales Promotion Girl, Buying Decision.*