

ABSTRACT

This research is backgrounded by the phenomenon of rapidly growing number of internet users in Indonesia facility but growing number of @wifi.id's internet users in Bandung actually showed the opposite. Therefore, it is necessary to investigate whether the marketing activities undertaken by PT Telkom Indonesia Witel Bandung can influence the consumer's decision to use the @wifi.id internet service. One of the marketing strategy implemented by PT Telkom Witel Bandung in @wifi.id marketing is the method of sale of individual or also called as personal selling.

This research will evaluate through consumer views, whether salespeople from PT Telkom Indonesia Witel Bandung already run correctly aspects of personal selling in marketing @wifi.id, ie: prospecting and Qualifying, Pre-Approach, presentation and demonstration, handling objections, closing sales and follow-up. Researchers also evaluated the effect of personal selling to the consumer's decision to use the @wifi.id internet service. In this study, the object under study is the people in Bandung who use the @wifi.id internet service and ever involved in the interaction of supply with a sales force from PT Telkom Indonesia with a total sample of 385 respondents. Methods of data collection is done through online questionnaires via e-mail, messenger and also distributed in the form of a physical questionnaire form that will be transferred to the @wifi.id's consumer in Bandung City to be filled out and returned to researchers for further processed using regression analysis. Data processing program supported by IBM SPSS 20 for Windows.

Based on this research, it is known that personal selling variable significantly influence consumer purchasing decisions. Personal selling variables influencing purchase decision variable by 50.7%, while 49.3% is influenced by other variables outside of this study. Based on these results, PT Telkom Witel Bandung is expected to review and improve the implementation of personal selling strategy by providing training to the personnel salesnya and improve implementation, because personal selling has an impact on the consumer's decision to use the @wifi.id internet service.

Keywords: *Personal Selling, Buying Decision, Reggression*