

ABSTRACT

The title of this research is **PERSONAL SELLING INFLUENCE ON DECISION TO PURCHASE (PT MILLEIUM Pharmacon retrospective case series study INTERNATIONAL Tbk Branch Bandung 2016)**. The development of pharmacy dibandung numbers continue to rise In 2013 amounted to 3,337, in 2014 amounted to 2,959 and the last in 2015 to 3207. PT Millenium Pharmacon International Tbk Branch Bandung is one of the authorized distributors who supply to pharmacies, clinics, health centers and hospitals. In the last 5 years PT MPI Tbk Bandung branch sales decline, does not achieve the annual sales target of 100% caused by many factors. This study aims to determine the personal selling activities, the purchase decision process PT Millennium pharmacon International Tbk Branch Bandung. Personal selling is measured by prospecting and select, pre-approaches, presentations, handing objection, closing and follow-up. While the processes that influence purchasing decisions as measured by the introduction of needs, information search, evaluation of alternatives, purchase decision, after buying behavior. This research was a analysis descriptive and causal approach. ata were analyzed using linear regression analysis sederhana.dari test results data though a simple regression results obtained by $Y = 6.679 + 0.655 X$ worth posif for purchasing decisions, the results of the descriptive analysis of the variables of 79.57% Personal Selling in the high category, the results of descriptive analysis the variable purchase decisions by 74.63% in the high category 0.789 normality test results greater than 0.05, which means that the data included normal distribution. R Square shows the number 0.602 means personal selling influencing buying decision for the remaining 60.2% is influenced by factors lain.hasil T test showed the value T calculated at 7.354 greater than 1.66 which means that H_0 and H_1 accepted. It states that personal selling variable influencing purchasing decisions.

Keywords: promotional mix, personal selling, the buyer's decision process