

ABSTRACT

In the present era, many of which require funds quickly for example for venture capital, the cost of education, health and others. Thus emerged the one borrowing services of various types such as Astra Credit Companies (ACC). Astra Credit Companies are financing cars and heavy equipment. The form of the promotion done by astra that is Personal Selling and Direct Marketing. For that reason the authors are interested in conducting research with the title "influence the promotion of Personal Selling and Direct Marketing Towards Consumers purchasing decisions." The purpose of this research is to know how much influence the promotion of Personal Selling and Direct Marketing towards consumer purchasing decisions. This kind of research including research dkuantitatif. The research method used is descriptive method of analysis, validity, reliability, normality Test, t Test, F Test, r. with the techniques of data collection in the form of a questionnaire that was distributed to the community. This research uses the object to the entire consumer Astra Credit Companies (ACC) in Bandung with 100 people sample respondents.

The results of this study showed that H_0 is rejected and the H_a are received. Means the promotion of Personal Selling and Direct Marketing the positive and significant effect of the purchase on the Astra Credit Companies (ACC). The magnitude of the influence of Personal Selling and Direct Marketing of the purchase is 56,9% 43,1% while the rest (100%-56,9%) influenced other factors outside the Personal Selling and Direct Marketing

Keywords: Personal Selling, Direct Marketing, The Purchase.