

ABSTRACT

Internet service providers (ISPs) are increasing as the rapidly expanding global telecommunications system has brought people to the ever-growing world of information and communication technology. And promotional effectiveness is needed in the competition. This study aims to determine the effect of Personal Selling on purchasing decisions PT.Telkom Cijawura Bandung. Personal selling activities conducted by the sales person must be done as effectively as possible in order to influence consumer decisions to use Telkom service products. The type of research used is descriptive quantitative. Measurement scale is likert scale. Test the classical assumptions and simple linear regression. Data processing is done by using SPSS 20 for windows software. Based on the results of the analysis, obtained t arithmetic = 8.859 > t table 1.984 that the Personal Selling has a significant relationship and influence on purchasing decisions PT.Telkom Cijawura Bandung. The influence of personal selling on the purchase decision of PT.Telkom Cijawura Bandung is 44.5% while the rest of 55.5% is influenced by other factors. By regression equation $Y = Y = 0.324 + 0.536 X$

Keywords: personal selling, purchase decision, selling personal relationship with purchasing decisions