

## **ABSTRACT**

*AUTO2000 is a service network of sales, maintenance, repair and supply of spare parts of Toyota that always strive to provide the best service for all its customers in buying & owning Toyota vehicles. AUTO2000 is the largest Toyota retailer in Indonesia, which accounts for about 45% of Toyota's total sales. This makes Toyota Auto2000 branch Soekarno Hatta Bandung applying personal selling to make product sales, in order to continue to attract consumers and increase selling power. This study aims to determine the effect of personal selling on consumer purchasing decisions Toyota AUTO2000. Hypothesis of this research is "Personal Selling has significant effect to Purchase Decision".*

*The object used in this research is Toyota Auto2000 Customer Soekarno Hatta Bandung. Data collection was obtained by distributing questionnaires to 100 respondents. The sampling technique used nonprobability sampling with Bernoulli approach to calculate the number of samples. This data analysis uses simple descriptive and linear regression analysis.*

*The results of this study indicate that personal selling variables have a significant positive effect on purchasing decisions. The test results were done by partial test (t test) and resulted in the conclusion that the null hypothesis was rejected. That way, it is known that the decision to purchase Toyota Auto2000 branch Soekarno Hatta Bandung influenced by personal selling. Based on the results of research, Toyota Auto2000 should branch Soekarno Hatta Bandung expected to maintain existing personal selling or even increase it. So that Toyota Auto2000 consumer purchase decision Soekarno Hatta Bandung branch more increasing again.*

**Keywords: Personal Selling, Purchase Decision, Auto2000**