

## **ABSTRACT**

This study aims to determine the effect of Personal Selling on buying interest in savings futures offered by Bank Woori Saudara by using AIDA (Attention, Interest, Desire, Action) on buying interest. This type of descriptive research with quantitative methods with a total sample of 100 people. The data analysis technique used is descriptive analysis using simple linear analysis test, f test and Rsquare. Based on the results of the analysis obtained X regression coefficient of 0.43 and a constant value of 22.600 which means personal selling affects buying interest has an effect of 0.43 based on the regression equation and personal selling has a percentage of 62% in influencing buying interest while the remaining 38 % is influenced by other factors.

Keywords: Buying Interest, Personal Selling