

ABSTRACT

The tight business competition requires companies to be more active in promoting their products to consumers. Of course the promotion carried out must be in accordance with the state of the company and the products produced. Personal selling is used to interact directly with consumers so that companies know their desires, complaints, and suggestions regarding the products offered. For products that require an intense relationship between the seller and buyer will be more appropriate or effective if marketed through personal selling, for example products in hotels (meeting rooms, rooms, restaurants, etc.). Aston Pasteur Hotel Bandung puts forward personal selling with evidence of 6 salespeople and 1 DOS (Director of Sales).

This study aims to determine the role of personal selling and purchasing decision processes and also the influence of personal selling on the purchasing decision process of Meeting Package at Aston Pasteur Hotel, Bandung. Which is where this study uses a research design using quantitative methods and types of descriptive research. Sampling was carried out by the nonprobability sampling method, with 100 respondents. The data analysis technique used was simple regression analysis.

Based on the results of this study stated that the results of simple regression analysis of $Y = 4.101 + 0,842x$ with a coefficient of determination (R) of 0.792 which shows that personal selling has a strong level of relationship to purchasing decision with R Square value of 62.7%, while the remaining 37.3% is influenced by other factors that are not researched by the author.

Keywords : Personal Selling, Purchasing Decisions.