

## **ABSTRACT**

*CV Bunga Tani is a company that sells pesticides in Lampung. Marketing activities used by CV Bunga Tani is personal selling, where the salesperson offer directly the products by the company to consumers with the aim of persuading consumers to buy the products. This research uses tittle influence of personal selling towards pesticide purchase decision on CV Bunga Tani. This research based by the problem of declining levels of pesticide sales in CV Bunga Tani and the emergence of new competitors in the same field. The purpose of this research is to look at the correlations between personal selling and purchase decision. This research uses quantitative research methods with a type of causality research. The sample used in this research amounted to 57 respondents who are customers of CV Bunga Tani. Data analysis technique used is non-parametric statistical analysis with rank spearman correlation test. Research data processing using SPSS 24 statistical application. Research results show that personal selling purchasing decisions. Based on the results of hypothesis test known that personal selling has a relationship of 0,601 or 60,1% with a strong correlation.*

**Keywords: Personal Selling, Purchasing Decisions**