

ABSTRACT

The competition that occurs between several universities in Indonesia makes universities aware of determining the right marketing management strategy to screen more applicants so that better student qualification standards can be obtained.

This study aims to determine and analyze how the implementation of personal selling to customers, how customer buying interest and the magnitude of the influence of personal selling simultaneously and partially on buying interest in Telkom University New Student Selection. This study uses quantitative methods with multiple linear regression data analysis techniques. Sampling was carried out by non-probability sampling method with a total of 100 respondents. Respondents in this study were registrants at the Telkom University New Student Selection who had participated in exhibitions and roadshows from 2017 to 2019.

Based on the results of descriptive analysis, the value of the percentage score on each dimension of personal selling variables is prospecting and qualifying (X1) 84.125%, preapproach (X2) 83.75%, approach (X3) 89.59%, presentation and demonstration (X4) 85, 33%, handling objection (X5) 82.5%, closing (X6) 89.375%, follow-up (X7) 85.583% and the purchase interest variable was 83.86% and included in the very high category. Based on the result of simultaneous hypothesis testing, personal selling significantly influence purchase intention at Telkom University Seleksi Mahasiswa Baru. This is proofed by the $F\text{-count} > F\text{-table}$ ($16,775 > 3,94$) with a significant level of $0,000 < 0,05$. Based on the partial hypothesis test, the result showed that prospecting and qualifying (X1) dimensions significantly influenced purchase intention at Telkom University Seleksi Mahasiswa Baru. The result of coefficient of determination showed that personal selling was able to explain 42,5% purchase intention and the remaining 57,5% was influenced by the other factors that not examined in this research.

The conclusion of this study, personal selling and purchase intention at Telkom University Seleksi Mahasiswa Baru is categorized as “good”, but there are several aspects that need to be improved such as completeness of the information contained in the brochure, the ability to understand and resolve customer complaints and promotional activities in the other media such as online platforms.

Keywords: Personal selling, purchase intention, prospecting and qualifying