

ABSTRACT

In this modern era, counterfeiting of products has occurred a lot in this era. The results of the Indonesian Society Anti Counterfeiting (MIAP) survey found the fact that large national economic losses were due to the practice of product counterfeiting. In 2005. Authentic Guards Technology is a startup company engaged in technology and aims to minimize counterfeiting, but QR Code-based technology companies are very difficult to promote their products and have not been able to achieve their annual sales targets. This study uses the independent variable (X1) personal selling with dimensions of communication ability, product knowledge, creativity and empathy and variables (X2), namely social media marketing with dimensions of context, communication, collaboration, and connection. While the dependent variable (Y) is a purchase decision with dimensions of problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. This study aims to determine how much influence personal selling and social media marketing have on purchasing decisions for Authentic Guards products. This research method is quantitative research with descriptive research type. The sampling technique used was purposive sampling. Collecting data by distributing questionnaires to 100 respondents using the Bernoulli approach. Based on the descriptive analysis, personal selling has an average percentage of 94.2% which is included in the very high category, social media marketing has an average percentage of 77.9% which is included in the high category, and purchasing decisions has an average percentage of 85.1% which is in the very high category. The effect of personal selling and social media marketing on purchasing decisions is 10.3% with the remaining 89.7% influenced by other variables that are not explained in this study.

Keywords: *Personal Selling, Social Media Marketing, Purchasing Decisions*