

Abstract

Technology has influenced humans in their daily lives. The advancement of technology has been able to impact aspects of life that are inseparable from the use of the internet. Over the past 5 years, it can be seen that technology usage in Indonesia has grown rapidly, marked by the emergence of many internet service providers. The increase in household internet users is a phenomenon that ICON+ can leverage to attract new users. This target market will seek alternative internet providers that can meet household internet needs at affordable prices. This research aims to measure the impact of personal selling conducted by ICON+ salespeople on the buying interest of residents in housing estates in Medan. This study is a quantitative research using simple linear regression method involving a total of 350 respondents. The results of this study indicate that personal selling influences the buying interest of residents in Medan housing estates, with the independent variable affecting the dependent variable by 52.2%, while the remaining 47.8% is influenced by factors outside the scope of this study.

Keywords: Personal Selling, Buying Interest, ICON+