

## ABSTRACT

The marketing landscape has shifted from traditional methods to digital approaches. With this development, marketing strategies must continually adapt to leverage these changes as opportunities to reach audiences more effectively. In the digital era, traditional companies need to innovate further and adjust their strategies to stay competitive in a rapidly changing market. Both direct marketing (personal selling) and online marketing (social media marketing) activities have been carried out by Askrida to boost their general insurance production and maintain their market share. However, Askrida has the smallest company profit compared to its five main competitors.

Despite implementing marketing strategies, Askrida's general insurance sales performance remains inadequate, marked by increasing customer complaints. To evaluate the impact of marketing strategies, namely personal selling and social media marketing, on consumer purchasing behavior at Askrida, this study investigates how personal selling and social media marketing influence consumer behavior through mediating factors such as brand awareness, brand association, perceived quality, and brand loyalty.

Using a quantitative approach, this research collected primary and secondary data through Google Forms questionnaires distributed to 416 non-corporate customers of Askrida Bandung Branch. The sampling method employed was purposive sampling, and data analysis was conducted using SEM-PLS (Partial Least Squares) via SmartPLS software.

The findings indicate that both personal selling and social media marketing significantly affect brand awareness, brand association, perceived quality, and brand loyalty. Personal selling impacts purchasing behavior through these mediating variables, though brand awareness itself does not directly influence purchasing behavior. Conversely, social media marketing affects purchasing behavior through brand awareness, brand association, perceived quality, and brand loyalty.

Recommendations for Askrida's Marketing Team include enhancing personal selling by improving product information quality through additional training for sales staff and using interactive training materials. For social media marketing, it is advised to update content with relevant and engaging information. Increasing brand visibility and consistency in marketing campaigns, creatively strengthening brand associations, enhancing quality perception through customer testimonials and unique product features, and implementing loyalty programs are crucial strategies for Askrida to bolster market position and consumer loyalty. This study also notes that the findings may not be generalized to all digital marketing activities and suggests further research with additional variables and a more in-depth evaluation of effectiveness.

**Keywords:** Personal Selling, Social Media Marketing, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Purchase Behavior