

## **ABSTRAK**

Penelitian ini berjudul pengaruh sales promotion dan personal selling terhadap minat beli dan dampaknya pada keputusan pembelian produk, bertujuan untuk mengetahui pengaruh nilai sales promotion dan personal selling terhadap langsung maupun melalui minat beli. Penelitian ini adalah penelitian kuantitatif deskriptif, dengan jumlah sampel 80 responden. Olah data dengan menggunakan aplikasi SPSS 18 for windows. Analisis data yang dilakukan adalah uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heterokedastisitas) dengan menguji hipotesis melalui uji t, uji analisis jalur, uji determinasi hasil penelitian ini menyatakan bahwa nilai uji validitas menyatakan semua indikator variabel dinyatakan valid karena  $R \text{ hitung} \geq R \text{ tabel}$  (0,219) dengan nilai sig 0,05, hasil uji reliabilitas menyatakan semua variabel dinyatakan variabel karena nilai cronbach's alpha > 0,60. Uji asumsi klasik menyatakan bahwa semua uji bertabur normal. Uji hipotesis menyatakan bahwa terdapat pengaruh positif sales promotion terhadap minat beli sebesar 0,346, terdapat pengaruh positif personal selling terhadap minat beli sebesar 0,417, terdapat pengaruh positif sales promotion terhadap keputusan pembelian sebesar 0,149, terdapat pengaruh positif personal selling terhadap keputusan pembelian sebesar 0,174, terdapat pengaruh positif minat beli terhadap keputusan pembelian sebesar 0,570. Hal ini dapat disimpulkan bahwa sales promotion berpengaruh terhadap keputusan pembelian melalui minat beli sebesar 0,197, personal selling berpengaruh terhadap keputusan pembelian melalui minat beli sebesar 0,237

***Kata kunci : sales promotion, personal selling, minat beli, keputusan pembelian***

## **ABSTRACT**

*This study entitled the influence of sales promotion and personal selling on buying interest and its impact on product purchasing decisions, aims to determine the effect of the value of sales promotion and personal selling on direct and through buying interest. This research is descriptive quantitative research, with a sample of 80 respondents. Obtain data using the SPSS 18 for Windows application. Analysis of the data carried out is validity test, reliability test, classic assumption test (normality test, multicollinearity test, heterocedasticity test) by testing the hypothesis through t test, path analysis test, determination test results of this study stating that the validity test states all variable indicators are stated valid because  $R_{count} \geq R_{table}$  (0.219) with a sig value of 0.05, the reliability test results state that all variables are declared variable because the value of cronbach's  $\alpha > 0.60$ . The classic assumption test states that all tests are normally studded. Hypothesis test states that there is a positive influence of sales promotion on buying interest of 0.346, there is a positive personal selling effect on buying interest of 0.417, there is a positive influence of sales promotion on purchasing decisions of 0.149, there is a positive effect of personal selling on purchasing decision decisions of 0.174, there is a positive influence of buying interest on purchasing decisions of 0.570. This can be concluded that sales promotion has an effect on purchasing decisions through buying interest of 0.197, personal selling has an effect on purchasing decisions through buying interest of 0.237*

**Keywords: sales promotion, personal selling, buying interest, purchasing decisions**