

## **ABSTRACT**

**ANDREW SANUSI**

**1501020465**

### **THE IMPACT OF PERSONAL SELLING TOWARDS PURCHASING DECISION AT PT DELICA INDONESIA IN MEDAN**

(xiv+73 pages; 6 figures; 39 tables; 9 appendixes)

This study aims to analyze the impact of personal selling towards purchasing decision at PT Delica Indonesia in Medan. PT Delica Indonesia is company that involved in sales and production of aluminum. The company had factory in-house facilities for surface treatment of aluminum profiles such as anodizing, electro coloring and powder coating. Aluminum Extrusion Profile is mainly applied to windows, doors, curtain walls, transportation, architecture, track, greenhouses, heat sinks, electronics.

The object in this study was customer at PT Delica Indonesia period from January 2018 until December 2018 which amount 223 as population including repeat and non-repeat customer. As a sample, writer takes sample which amounts 45 customers with purposive sampling with criteria the customer must have done the transaction more than three times transaction in 2018.

Based on the analysis that has been made the results which are the coefficient of correlation is 0.778 which means that there is positive and strong relationship between personal selling and purchasing decision. The coefficient of determination is 0.606 which means that purchasing decision can be explained by personal selling in amount of 60,6% and simple linear regression analysis is  $Y = 6.835 + 0.831x$ . It indicates that each increasing variable personal selling in 1 unit, then purchasing decision variable with the increase in amount of 0.831.

Based on Z-test compared to Ztable ( $5,1606 > 1,96$ ), the hypothesis alternative ( $H_a$ ) is accepted that Personal Selling has impact towards purchasing decision at PT Delica Indonesia Medan. As a recommendation for company, the company must improve the professionalism of a salesperson in giving service to customer.

**Keywords: Personal Selling, Purchasing Decision, Customer Behavior**

References: 36