

## **ABSTRACT**

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### **THE EFFECT OF SALES ETHICS TOWARDS CUSTOMERS' BUYING BEHAVIOR AT PT. BENUA CEMERLANG ABADI IN KABANJAHE, KARO**

**(xvi+88 pages; 5 figures; 29 tables; 4 appendixes)**

Sales Ethics which includes the ability to identify appearance preference, way of conveying information, approachability, cultural understanding and racial background is when a salesperson could adapt through the environment and succeeding in doing sales in an area. Based on some researchers, there is an effect of the sales ethic towards Customers' Buying Behavior. Buying behavior can be defined as the understanding of product as a whole that leads to the action of deciding on purchasing the item or not. Understanding customers' buying behavior will help businesses identifying the market trend and how to cope with the growing differences in market preference. Based on some researchers, there is an effect of the sales ethic towards Customers' Buying Behavior.

The variables in this research are Sales Ethics and Customers' Buying Behavior. The research aims to identify the significance relation between Sales Ethics and Customers' Buying Behavior and also, to identify the problems within the company in order to give recommendations and implication. The result of research shows that: There is an effect between Sales Ethics and Customers' Buying Behavior which is explained by the regression equation of  $Y = 0.781X$ , and  $R^2 = 0.609$ .

**Keywords: Sales Ethics, Customers' Buying Behavior, Salesperson, Ethics**

References: 28 (2016-2021)

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Etika penjualan meliputi kemampuan untuk mengidentifikasi pilihan penampilan, cara penyampaian informasi, pendekatan, pemahaman budaya dan latar belakang ras adalah ketika seorang pramuniaga dapat beradaptasi di lingkungannya dan berhasil melakukan penjualan di suatu daerah. Berdasarkan beberapa peneliti, terdapat pengaruh yang signifikan antara etika penjualan terhadap penjualan. Perilaku membeli dapat diartikan sebagai pemahaman tentang produk secara keseluruhan yang mengarah pada tindakan memutuskan pembelian suatu barang atau tidak. Memahami perilaku pembelian akan membantu bisnis mengidentifikasi tren pasar dan cara mengatasi perbedaan yang semakin besar dalam preferensi pasar. Berdasarkan beberapa peneliti, terdapat pengaruh yang signifikan antara etika penjualan terhadap penjualan pelanggan.

Variabel dalam penelitian ini adalah Etika Penjualan dan Perilaku Membeli Pelanggan. Penelitian ini bertujuan untuk mengidentifikasi antara Etika Penjualan dan Perilaku Membeli Pelanggan serta mengidentifikasi permasalahan yang ada di dalam perusahaan untuk memberikan rekomendasi dan implikasi. Hasil penelitian menunjukkan bahwa: Terdapat pengaruh antara Etika Penjualan dengan Perilaku Membeli Konsumen yang dijelaskan oleh persamaan regresi  $Y = 0,781X$ , dan  $R^2 = 0,609$ .

**Kata Kunci: Sales Ethics, Customers' Buying Behavior, Salesperson, Ethics**

References: 28 (2016-2021)