

## ABSTRACT

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### INFLUENCE OF BRAND IMAGE AND PERSONAL SELLING ON PURCHASE DECISIONS AT PT PRIMA HITECH SEMPURNA, MEDAN

(xv+, 86 pages; 9 figures; 50 tables; 8 appendixes)

PT. Prima Hitech Sempurna, Medan experienced a decline in purchase decisions that can be seen from the sales this was suspected due to brand image and personal selling. The aim of this research is to investigate whether brand image and personal selling have simultaneous influence on purchase decisions at PT Prima Hitech Sempurna, Medan.

Brand image and personal selling play an important role in increasing purchase decisions. With an increase in purchase decisions can encourage increased sales.

In this research, the writer used quantitative, descriptive, causal research design and IBM SPSS statistics version 26. The sampling technique used was simple random sampling. The sample size was 121 customers at PT Prima Hitech Sempurna, Medan.

This research passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test and the equation is  $Y = 6.194 + 0.190 X_1 + 0.463 X_2 + e$ . The results of hypothesis test showed that brand image and personal selling have influence on purchase decisions at PT Prima Hitech Sempurna, Medan at either partial or simultaneous and the value of determination is 71.4%

Recommendations for PT. Prima Hitech Sempurna, Medan can improve hitachi's image, the company needs to optimize product complaints to respond properly and appropriately and quickly so that hitachi's image can be positive and need to improve the performance of salesmen by providing job training in how to market, communicate and train mastery of product information and resolution of customer complaints so as to improve customer purchasing decisions.

**Keywords: Brand Image, Personal Selling, Purchase Decisions**

References: 29 (2018-2023)

## **ABSTRAK**

**ANDROS**

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### **PENGARUH BRAND IMAGE DAN PENJUALAN PERSEORANGAN TERHADAP KEPUTUSAN PEMBELIAN DI PT PRIMA HITECH SEMPURNA, MEDAN**

(xv+, 86 halaman; 9 gambar; 50 tabel; 8 lampiran)

*PT. Prima Hitech Sempurna, Medan experienced a decline in purchase decisions that can be seen from the sales this was expected due to brand image and personal selling. The aim of this research is to investigate whether brand image and personal selling have simultaneous influence on purchasing decisions at PT Prima Hitech Sempurna, Medan.*

*Citra merek dan penjualan perseorangan memainkan peran penting dalam meningkatkan keputusan pembelian. Dengan adanya peningkatan keputusan pembelian dapat mendorong peningkatan penjualan.*

*Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif, deskriptif, kausal dan IBM SPSS statistics versi 26. Teknik sampling yang digunakan adalah simple random sampling. Jumlah sampel sebanyak 121 pelanggan di PT Prima Hitech Sempurna, Medan.*

*Penelitian ini lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah  $Y = 6,194 + 0,190 X1 + 0,463 X2 + e$ . Hasil uji hipotesis menunjukkan bahwa brand image dan penjualan perseorangan berpengaruh terhadap keputusan pembelian di PT Prima Hitech Sempurna, Medan baik secara parsial maupun simultan dan nilai determinasinya adalah 71,4%*

*Rekomendasi untuk PT. Prima Hitech Sempurna, Medan dapat meningkatkan citra hitachi, perusahaan perlu mengoptimalkan pengaduan produk agar dapat merespon dengan baik dan tepat dan cepat sehingga citra hitachi dapat positif dan perlu meningkatkan kinerja salesman dengan memberikan pelatihan kerja bagaimana memasarkan, mengkomunikasikan dan melatih penguasaan informasi produk dan penyelesaian pengaduan pelanggan sehingga dapat meningkatkan keputusan pembelian pelanggan.*

**Kata kunci: Citra Merek, Penjualan Perseorangan, Keputusan Pembelian**  
**Referensi: 29 (2018-2023)**