

ABSTRACT

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THE INFLUENCE OF DISTRIBUTION, SALES PROMOTION AND PERSONAL SELLING TOWARDS REPURCHASING DECISIONS AT PT NUSANTARA AUTOPART PERSADA

(xiv, 90 pages; 11 figures; 47 tables; 9 appendixes)

PT Nusantara Autopart Persada experienced a decline in repurchase decisions that can be seen from the sales data. This was suspected due to distribution, sales promotion, and personal selling. This research aims to investigate whether distribution, sales promotion, and personal selling influence repurchasing decisions.

In this research, the writer used quantitative research design and SPSS. The writer used descriptive and causal. The sampling technique used was the convenience sampling technique. The population size was 167 customers, and the sample size was 118 customers

The results of the hypothesis test showed that distribution has a partial influence towards repurchasing decisions at PT Nusantara Autopart Persada, sales promotion have partial influence towards repurchasing decisions at PT Nusantara Autopart Persada, Personal Selling have partial influence towards Repurchasing Decisions at PT Nusantara Autopart Persada and Distribution, Sales Promotion and Personal Selling have simultaneously influence towards Repurchasing Decisions at PT Nusantara Autopart Persada. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, linearity, and multiple linear regression tests.

Recommendations for PT Nusantara Autopart Persada include the need for regular monitoring of the spare parts stock preferred by customers so that if needed can be distributed quickly. supervision for the company so that it can be more optimal in designing various sales promotions that are attractive and profitable and recruiting sales who are experienced in the field of spare parts so that they can explain spare part products easily understood by customers.

Keywords: Distribution, Sales Promotion, Personal Selling, Repurchasing Decisions

References: 38 (2019-2024)

ABSTRAK

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PENGARUH DISTRIBUSI, PROMOSI PENJUALAN, DAN PERSONAL SELLING TERHADAP KEPUTUSAN PEMBELIAN DI PT NUSANTARA AUTOPART PERSADA

(xiv, 90 halaman; 11 angka; 47 tabel; 9 lampiran)

PT Nusantara Autopart Persada mengalami penurunan keputusan pembelian kembali yang dapat dilihat dari data penjualan hal ini diduga karena distribusi, promosi penjualan dan personal selling. Tujuan dari penelitian ini adalah untuk mengetahui apakah distribusi, promosi penjualan, dan personal selling berpengaruh terhadap keputusan pembelian kembali.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif dan SPSS. Penulis menggunakan deskriptif dan kausal. Teknik sampling yang digunakan adalah Convenience sampling technique. Ukuran populasi adalah 167 pelanggan dan ukuran sampel adalah 118 pelanggan.

Hasil uji hipotesis menunjukkan bahwa Distribusi berpengaruh parsial terhadap Keputusan Pembelian Kembali di PT Nusantara Autopart Persada, Promosi Penjualan berpengaruh parsial terhadap Keputusan Pembelian Kembali di PT Nusantara Autopart Persada, Personal Selling berpengaruh parsial terhadap Keputusan Pembelian Kembali di PT Nusantara Autopart Persada dan Distribusi, Promosi Penjualan dan Personal Selling berpengaruh serentak terhadap Keputusan Pembelian Kembali di PT Nusantara Autopart Persada. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, linearitas dan regresi linier berganda.

Rekomendasi PT Nusantara Autopart Persada antara lain kebutuhan pemantauan secara berkala terhadap stok spare part pilihan pelanggan agar jika diperlukan dapat didistribusikan dengan cepat. pengawasan bagi perusahaan agar dapat lebih optimal dalam merancang berbagai promosi penjualan yang menarik dan menguntungkan serta merekrut tenaga sales yang berpengalaman di bidang spare part sehingga dapat menjelaskan produk spare part dengan mudah dipahami oleh pelanggan.

Kata Kunci: *Distribusi, Promosi Penjualan, Penjualan Pribadi, Keputusan Pembelian Kembali*

Referensi: 38 (2019-2024)