

## **ABSTRACT**

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**THE EFFECT OF PERSONAL SELLING, TRUST, RELATIONSHIP  
MARKETING, AND BRAND EQUITY TOWARD CONSUMER  
PURCHASE DECISION AT PT. SELAMAT SUKSES  
ABADI CBD POLONIA MEDAN**

(xvi+85 pages; 6 figures; 24 tables; 6 appendices)

PT. Selamat Sukses Abadi is a marketing office that operates independently and is the sixth Panin Dai-ichi Life marketing point in the North Sumatra region whose address is Jalan Mayjend. Sutoyo Siswomiharjo No. 101-A Medan. With the current tight competition in the insurance sector and the number of agents who are increasingly skilled when making offers to consumers, the company's sales level is less than its target or expectations. Based on initial observations, the decrease in consumer purchasing decisions for the company's products and services is attributed to several factors such as personal selling, trust, relationship marketing, and brand equity.

This study targets all consumers who purchased the company's products in 2023, totaling 2,184 people. Using Slovin's formula with a 90% confidence level and a 10% margin of error, a sample size of 96 will be selected. The sampling method is probability, specifically simple random sampling, where respondents are chosen based on chance or random encounters. Data validity and reliability will be assessed, and analysis will be conducted in SPSS 26.0, including tests for normality, heteroscedasticity, multicollinearity, and linearity. Further analysis includes linear and multiple regression, coefficient of determination, and hypothesis testing using F- and t-tests.

The study has indicated that partially and simultaneously, personal selling, trust, relationship marketing, and brand equity has a significant effect on purchase decision at PT. Selamat Sukses Abadi CBD Polonia Medan.

**Keywords: Personal Selling, Trust, Relationship Marketing, Brand Equity, Purchase Decision**

## **ABSTRAK**

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**PENGARUH PERSONAL SELLING, KEPERCAYAAN, RELATIONSHIP  
MARKETING, DAN BRAND EQUITY TERHADAP KEPUTUSAN  
PEMBELIAN KONSUMEN DI PT. SELAMAT SUKSES  
ABADI CBD POLONIA MEDAN**

(xvi+85 halaman; 6 gambar; 24 tabel; 6 lampiran)

*PT. Selamat Sukses Abadi adalah kantor pemasaran yang beroperasi secara independen dan merupakan titik pemasaran Panin Dai-ichi Life keenam di wilayah Sumatera Utara, beralamat di Jalan Mayjend. Sutoyo Siswomiharjo No. 101-A Medan. Dengan persaingan ketat di sektor asuransi saat ini dan semakin terampilnya agen dalam melakukan penawaran kepada konsumen, tingkat penjualan perusahaan masih berada di bawah target atau harapan. Berdasarkan pengamatan awal, penurunan keputusan pembelian konsumen terhadap produk dan layanan perusahaan disebabkan oleh beberapa faktor seperti personal selling, kepercayaan, relationship marketing, dan brand equity.*

*Penelitian ini menargetkan seluruh konsumen yang membeli produk perusahaan pada tahun 2023, dengan total 2.184 orang. Dengan menggunakan rumus Slovin pada tingkat kepercayaan 90% dan margin kesalahan 10%, ukuran sampel yang diambil adalah sebanyak 96 orang. Metode pengambilan sampel adalah probabilitas, khususnya simple random sampling, di mana responden dipilih berdasarkan pertemuan secara kebetulan atau acak. Validitas dan reliabilitas data akan diuji, dan analisis dilakukan dengan SPSS 26.0, termasuk uji normalitas, heteroskedastisitas, multikolinearitas, dan linearitas. Analisis lanjutan meliputi regresi linear dan regresi berganda, koefisien determinasi, serta pengujian hipotesis dengan uji F dan uji t.*

*Penelitian ini menunjukkan bahwa secara parsial dan simultan, personal selling, kepercayaan, relationship marketing, dan brand equity memiliki pengaruh signifikan terhadap keputusan pembelian di PT. Selamat Sukses Abadi CBD Polonia Medan.*

***Kata Kunci: Personal Selling, Kepercayaan, Relationship Marketing, Brand Equity, Keputusan Pembelian***