

ABSTRACT

Emina is a beauty brand in Indonesia. Emina is sold through various platforms, one of which is in Guardian retail stores spread across various cities including Bandung because of its huge business potential. The number of brands sold at Guardian creates intense competition, Emina's Sales Promotion Girl (SPG) stated that Emina experienced a decline due to the non-achievement of monthly targets of 20%-30% for some time in 2023, the discount owned by the Emina brand is also smaller than other brands and there are Guardian stores that do not have Emina SPGs which allows customers to buy other products because the influence of personal selling owned by other brand SPGs can influence Purchasing Decisions.

This study applies a quantitative approach with a descriptive type of research, where sampling is done through a non-probability sampling method, with 208 valid respondents. The analysis techniques used include descriptive approaches and multiple linear regression analysis. Based on the results of descriptive analysis, the variables Discount, Personal Selling, and Purchase Decision show a very good percentage in their categories.

The results showed that the Discount and Personal Selling variables together had a significant effect on the purchasing decision variable. Partially, the variables Discount and Personal selling each have an effect on purchasing decisions. The Coefficient of Determination produces 63.7%, which means that Discount and Personal Selling have a big influence on Purchasing Decisions.

Keywords: *Discount, Personal Selling, Sales Promotion Girl, Purchase Decision, Emina, Guardian*