

## **ABSTRAK**

*In response to business competition that strictly like today, the smartphone company it should be responsive in following the desire of consumers so consumers will give a positive response to products smartphone offered by companies. It is acknowledged by the Samsung company that make the sale with the right marketing strategies, one of them is use personal selling strategy through the service of sales promotion girl. This research aimed to know the response of customers on personal selling strategy through sales promotion girl Samsung smartphone in Bandung. The type of research used is descriptive of quantitative research by using techniques simple linear regression method and sampling techniques incidental method. With the sample collection of respondents who is using Samsung smartphone in Bandung. Based on the analysis descriptive response of consumers on personal selling strategy through sales promotion girl Samsung smartphone in Bandung occupying a position 77,05%, this means that consumers respond in the category of good overall variables researched. Based on the partial hypothesis (t test) hence variable AIDA benchmark consumer response to a significant personal influence on the personal selling strategy through sales promotion girl Samsung smartphone in bandung of 63.4% while the rest 36.6% influenced by other variables that not investigated in this research.*

**Key Word: Consumer Response, Personal Selling, Sales Promotion Girl, AIDA**