

ABSTRACT

Nowadays technology has been incredibly developed, one example is internet service using fiber optic and completed with a television cable. PT. Telkom is a company that provides such service under the name IndiHome. To be able to compete in the market, PT. Telkom uses a face to face marketing strategy called personal selling that uses a sales force. Personal selling activities in order to be effective, there must be a series of predetermined steps. If the sales force can do personal selling process effectively, the company's volume of sales will increase.

The purpose of this research is to find out the influence personal selling process has on the volume of sales of IndiHome products in PT. Telkom Witel Semarang. The independent variable in this research is the personal selling process whereas the dependent variable is the volume of sales. The type of this research done in this paper is descriptive research with a kasual approach.

This research uses a quantitative method where samples are taken using saturated sample technique. The data is collected using a questionnaires that is given to 105 sales force of IndiHome products in PT. Telkom Witel Semarang. The data is analyzed using simple linier regression analysis.

Based on hypothesis trials that has been done previously, it is known that personal selling process has a big influence on the volume of sales of IndiHome products in PT. Telkom Witel Semarang. However based on the result by determined coefficient test we find out that the influence of personal selling process increases the volume of sales as large as 52,6% and the other 47,4% is influenced by other variables which are not examined in this study.

Key Words: personal selling, personal selling process, sales force, volume of sales