

ABSTRACT

The demand for residential in west java every years has increased, this will increases the intenses competition in the property busines especially residential. With this condition can consumers residential product freely as they want form a lot of other brands. Need of stategy for win inthis competition, personal selling may become the best strategy. The methods of this research is casual research. This research included in casual research. The population in this research is a resident of Soreang, who live estate Bumi Parahiyangan Kencana and who know about Perumnas. The sampling technique is using non probability sampling with Purposie. By uisng the Bernoulli Formulas, this research obtained 100 hundred people as sample. The data retrieval is using primary data such as questionnaire. For the data analyzing, this research used simple regression with IBM SPSS Statistic Program version 23. The research result shown that personal selling significantly influential about 27% to purchase decision of residential estate in Soreang, Bandung. While the rest, 73% is affected by other factors while the remaning 73% is a effected by other factors which are not motioned in this research.

Keyword : personal selling, purchase decision