

ABSTRACT

The phenomenon of the growing number of Internet users in Indonesia is very rapid makes PT Telkom Indonesia launched @wifi.id as a paid Internet service in public areas. However, growth of the number of @wifi.id users in Bandung not as much as expected. Therefore, PT Telkom need to review the implementation of their marketing strategies, the strategy of selling individual or often called personal selling. The purpose of this research was to examine how the impact of personal selling implementation in the sales volume product wifi.id manage service at PT Telkom Lembong Bandung. The methode of this research is quantitative research with descriptive and kausalitas type with simple linear regression analysis techniques. The sampling collection who use the @wifi.id manage service internet service and been involved in offering interaction with a sales force from PT Telkom Bandung with 100 respondent. Based on the results of descriptive analysis, it is known that consumer response service internet @ wifi.id manage service included in the category "high". Thus it can be interpreted that personal selling owned by @ wifi.id manage service has a positive impact or considered good for consumers. Simple linear regression test obtained $Y = 4,276 + 0,218X$ mean every increase 1 level of personal selling will increase sales volume equal to 0,218 times or 21,8%. The influence of personal selling on sales volume is 21%, the rest 79% (100% - 21%) influenced by advertising, sales promotion, event, public relations, direct marketing, interactive marketing, and word of mouth which may affect sales volume

Keywords: Personal Selling, Sales Volume , Buying Decision