

ABSTRACT

As we know that the telecommunications service industry was very instrumental in the economy in Indonesia. GDP by 2015, based on the information and communication industry that contribute quite big on GDP i.e. of 10.6%. With the rapid development of technology and are aware of the importance of getting information makes a lot of people are interested in using the internet as an alternative to be able to access the information communication activities using the internet. Indonesia is the largest internet user no 4 in the world it makes the telecommunications service industry companies vying to become the best service providers. One PT Telkom Indonesia. In introducing its products, effective promotional activities is absolutely necessary. The only activities i.e. Salahh personal selling. According to Fandy Tjiptono & Gregory Chandra was quoted in his book Marketing Starategic (2012:350) Personal selling is the face-to-face interaction with one or more potential customers for the purpose of conducting presentations, answer questions and get the order. This study aims to review personal selling activities on wifi product id in PT Telekomunikasi Indonesia Kandatel Company. This research is found as a descriptive quantitative peneltian type. The population used in this research is the wifi user id in an area of West Sumatra with samples as many as 100 respondents are determined based on the results of the calculation formula of Bernoulli. Methods of data analysis used is the testing data validity, reliability, normality and descriptive test. Based on the results obtained by selling personal variables 73.21% while the rest 26.79% (100%-73.21%) influenced by factors other than the person selling.

Key: Telecommunication, Personal Selling, Wifi.Id, CFA