

ABSTRACT

In this globalization era, training and certification are oftenly heard in the companies or institusi work world. It can be said that training and certification are essential for employees to master the skills that they possess. There are a lot of companies that provide training and certification, Telkom Professional Certification Center (TelkomPCC) is one of them. Telkom Professional Certification Center (TelkomPCC) is a companies that provides certification, training, and consulting services in the field of Information, Communication, Technology, Business, and Management. The form of promotion that conducted by Telkom Professional Certification Center (TelkomPCC) is personal selling and direct marketing.

The research method that been used in quantitative with descriptive asosiative as the research type and survey to 100 samples as the research design. Sampling technique that been used is nonprobability sampling to with purposive sampling.

From the result of this research we can say that the responses of respondents aboute personal selling is in the “very high” category with 86,56% percentage, while direct marketing is in the “very high” category with 87,46% percentage, and for purchasing decisions is in the “very high” category with 88,52% percentage. Based on the T test result, personal selling has significant influence to purchasing decisions and direct marketing has significant influence to purchasing decisions. Based on F test result and determination coefficient value both of the independent variables have significant influence to purchasing decision for 47,4% and the rest 52,6% is being influenced by other factors.

Keywords : *Personal Selling, Direct Marketing, Purchasing Decisions*