

ABSTRACT

The development of the business world is very rapid, of course, causing fierce competition between companies, especially in companies that are in the same or the same type of industry. This situation has led to the attitude of the company as an organization in marketing its products. One of the most competitive business competition in the world is the retail business. One of the modern retail companies that has been declared successful in Indonesia is ACE Hardware Indonesia. This success comes from consumer behavior that is not only about what is bought or consumed by consumers, but where, how the habits and types of products and services purchased are the buying decision process. The purchasing decision process is influenced by personal selling to sell products by influencing consumer attitudes so that sales and purchasing activities occur. The purpose of this study was to determine the role of personal selling and purchasing decision processes and also the effect of personal selling on the ACE Hardware consumer purchasing decision process.

This study was conducted to determine the effect of personal selling on the purchasing decision process on ACE Hardware consumers in the modern shopping center of Bandung. By using quantitative methods with descriptive research types. Sampling is done by nonprobability sampling method of purposive sampling type, with the number of respondents as many as 100. The data analysis technique used is simple regression analysis.

Based on the results of hypothesis testing, it was found that personal selling had a significant effect on the process of purchasing ACE Hardware consumer household appliances in the modern shopping center of Bandung. This means that if personal selling is increased, the purchasing decision process will also increase. While the percentage of the influence of personal selling on the purchasing decision process is 40.2% while the remaining 59.8% is influenced by other factors not examined.

Keywords: Retail Business, Personal Selling, Purchasing Decision Process