

ABSTRACT

In early March 2020, the first positive case of Covid-19 in Indonesia was detected. The virus is increasing and spreading throughout Indonesia. Until finally the government imposed Large-Scale Social Restrictions (PSBB). During the pandemic Pizza Hut suffered losses of up to 85%. This study aims to measure how much influence the personal selling activities of Pizza Hut Jakarta have on consumer perceptions. The research method used is descriptive quantitative, with non-probability sampling technique to 400 respondents. The results of the study based on descriptive analysis obtained on the personal selling variable (X), the highest dimension was pre-approach of 88% and the lowest dimension was follow-up of 82%. In the consumer perception variable (Y), the highest dimension obtained, namely cognition by 91% and the lowest dimension by emotion at 81%. The results of data processing the correlation coefficient of this study is equal to 0.786. This value included at a strong level, so there is a strong relationship between personal selling Pizza Hut Jakarta and consumer perceptions. The result of the coefficient determination of this study is 61.7% the influence given by the Personal Selling variable on the consumer perception variable. The results of a simple linear regression test state that every 1% increase in personal selling will increase consumer perceptions of 0.807. In this study, neither heteroscedasticity nor autocorrelation occurred. Finally, the results of the t-test ($25.335 > t\text{-table } 1.96$).