

## ABSTRACT

*Telkomsel Orbit is a product that provides an internet network that can be used anytime and anywhere, thereby attracting consumer interest. The company continues to market and develop this product so that it can continue to compete with other similar products, including by implementing several marketing methods which will be studied in this research.*

*This research aims to see the influence of the independent variables, namely Personal Selling, Social Media Marketing and Sales Promotion on the dependent variable Purchase Decision.*

*This study uses quantitative data collected based on filling out questionnaires carried out by 330 respondents who are users of Telkomsel Orbit products in the Central Sumatra Region. Sampling was carried out by purposive sampling. Data analysis was carried out using SEM techniques via the SmartPLS application.*

*Statistical results show that the independent variables, namely Personal Selling, Social Media Marketing and Sales Promotion, have a positive and significant effect on the dependent variable Purchase Decision with an R-Square value of 0.267 or 26.7%.*

*This study shows that the variables personal selling, social media marketing and sales promotions have a positive influence on purchasing decisions. The personal selling variable is the most influential in this research. The author suggests that the Telkomsel Orbit marketing team continue to improve and evaluate the application of personal selling, social media marketing and sales promotions to influence consumer decisions in choosing Telkomsel Orbit products.*

**Keywords** : *Personal Selling, Social Media Marketing, Sales Promotion, Purchasing Decisions*