

## **ABSTRACT**

Shilahi, Dinal Akmal. , 2014. Thesis. Title: Effect of Personal Selling Buying Decision Against Domestic Product. (Survey on PT. Citra Tama Adigraha Surabaya)  
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Business competition requires companies to be more active in promoting its products to consumers. Surely promotion should be done in accordance with the state of the company and the products produced. PT. Citra Tama Adigara is a company that manufactures residential homes are made of special material so that the product has the function, advantages and different price than other products. To market their products, he uses a system of personal selling by presenting their products in front of potential customers. Personal selling is oral presentation in the form of a conversation with one or more prospective purchasers for the purpose of making a sale. Therefore, the reason for choosing this title because of personal selling is more effective than other promotional tools to influence consumer purchasing decisions. PT. Citra Tama Adigraha image has trained salespeople continuously in order to perform personal selling appropriately and efficiently. Therefore, this study aimed to determine the extent of the influence of personal selling approach that consists of (X1), presentation (X2), handle objections (X3) and closing (X4) on purchase decisions (Y).

This research is explanatory research with a survey approach. The total sample of 75 respondents were obtained from the formula Maholtra, while sampling technique using a simple random sample. Data collection techniques, namely the method of questionnaire, interview and documentation. Tests using the instrument validity test, reliability test and classical assumption. While the methods of data analysis using multiple linear regression with F test and t test.

The results showed that the variable approach (X1), presentation (X2), handle objections (X3) and closing (X4) simultaneously significant effect on purchasing decisions. And for the t test is known that in partial presentation (X2) and closing (X4) have a significant influence on the dependent variable while the variable approach (X1) and handle objections (X3) does not significantly influence the purchase decision (Y).