

**PENGARUH *PERSONAL SELLING* DAN *ADVERTISING* TERHADAP
KEPUTUSAN PEMBELIAN
(Studi Kasus pada PT. Asuransi Jiwasraya Cabang Bandung)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Personal Selling* dan *Advertising* terhadap Keputusan Pembelian (Studi Kasus pada PT. Asuransi Jiwasraya Cabang Bandung).

Data yang dikumpulkan dalam penelitian ini terdiri atas data primer dan sekunder. Dengan menggunakan metode deskriptif dan verifikatif, peneliti mengumpulkan data melalui penyebaran kuesioner terhadap 55 responden yang merupakan prospek calon nasabah PT. Asuransi Jiwasraya. Data yang didapat diolah secara manual maupun program komputer. Uji statistik yang digunakan untuk menganalisis data meliputi uji validitas dan reliabilitas, analisis regresi linier berganda, uji asumsi klasik serta uji hipotesis.

Kesimpulan dari penelitian ini menunjukkan bahwa pelaksanaan *personal selling* dan *advertising* Asuransi Jiwasraya masuk kedalam katagori cukup, dan mempunyai besarnya pengaruh antara *personal selling* dan *advertising* terhadap keputusan pembelian dengan kontribusi sebesar 69.6%, sedangkan 30.4% lainnya dipengaruhi faktor lain.

Kata Kunci: *Personal Selling*, *Advertising*, dan Keputusan Pembelian

***THE INFLUENCE OF PERSONAL SELLING AND ADVERTISING ON
PURCHASING DECISIONS***

(Case study on PT. Jiwasraya Insurance Bandung Branch)

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ABSTRACT

This research aims to find out how big the influence of Personal Selling and Advertising on purchasing decisions (case study on PT. Jiwasraya Insurance Bandung Branch).

The data collected in this study consists of primary and secondary data. By using descriptive and verifikatif methods, researchers collect data through the dissemination of questionnaires to 55 respondents which is the prospect of potential borrowers PT. Jiwasraya Insurance. The data obtained were processed manually as well as computer programs. Statistical tests were used to analyze the data include test validity and reliability, multiple linear regression analysis, test the assumptions of classical as well as a test of the hypothesis.

The conclusions of this research showed that the implementation of personal selling and advertising of Jiwasraya Insurance belonging to categories of pretty, and had a magnitude of influence between personal selling and advertising on purchasing decisions with contributions amounting to 69.6%, whereas 30.4% more influenced by other factors.

Keywords: *Personal Selling, Advertising, and purchasing decisions*