

ABSTRACT

Application of Personal Selling to Increase Purchase Intention and Consumer Confidence in the Beauty Industry Affected by the Covid-19 Pandemic

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This study aims to determine the effect of personal selling on purchase intentions and consumer trust. The subjects in this study are consumers who use or are involved in the beauty industry. The type of research used in this research is quantitative research with descriptive statistical approach. The population in this study were consumers of beauty products in the DKI Jakarta and Tangerang Raya areas who bought beauty products at least 2 times during the Covid-19 pandemic. Types of data collected using the questionnaire method and analyzed using simple regression analysis. The results showed that there was a positive influence of personal selling variable on purchase intention and personal selling had an effect on consumer trust. This is evidenced by the statistical results of the t-test between personal selling on purchase intention and between personal selling and consumer trust with a significance value of 0.000, less than 0.05.

Keywords : *Purchase Intention, Consumer Trust, Personal Selling*

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