

## ABSTRACT

### **THE INFLUENCE OF PERSONAL SELLING AND PROMOTION ON PURCHASING DECISIONS FOR CUP GLASS PRODUCTS AT BERKAH DAMAI PLASTIK CILEDUG, TANGERANG CITY**

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The food, beverage, pharmaceutical, cosmetic, and electronics industries are key sectors where plastic packaging, including plastic cup glasses, play a very important role in the supply chain. Berkah Damai Plastik, operating in Ciledug, Tangerang City, is an agent that provides various brands and sizes of plastic cup cups for various types of culinary and beverage businesses. However, their cup sales data for the period September 2022 to September 2023 shows significant fluctuations, with an inconsistent number of buyers from month to month. This shows the importance of understanding the factors that influence consumer purchasing decisions in the face of such fluctuations. This study aims to analyse the effect of Personal Selling, the effect of promotion, and analyse the effect of both together on purchasing decisions for cup glass products at Berkah Damai Plastik. The research method used is quantitative, with data collection through questionnaires and data analysis with multiple linear regression. The results showed that Personal Selling has a positive and significant influence on purchasing decisions for cup glass products at Blessing of Peace Plastic. This is evident from the calculated  $t$  value of  $11.440 > t$  table (1.66), with a significance of  $0.000 < 0.05$ . Promotion also has a positive and significant influence on purchasing decisions for cup glass products at Blessing of Peace Plastic. This can be seen from the  $t$  value of  $12.635 > t$  table (1.66), with a significance of  $0.000 < 0.05$ . Personal Selling and Promotion, simultaneously, also have a positive and significant influence on purchasing decisions for cup glass products at Berkah Damai Plastik. This is evidenced by the value of  $f$  count  $373.338 > f$  table (3.09), with a significance of  $0.000 < 0.05$ .

**Keywords** : Cup, Purchase Decision, Personal Selling, Promotion

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