

**PENGARUH *PERSONAL SELLING* DAN *SALES PROMOTION*  
DEPARTEMEN *CASUAL LEASING* TERHADAP KEPUTUSAN  
PEMBELIAN *STAND* DI ATRIUM SLEMAN CITY HALL**

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**Abstrak**

Tujuan Penelitian ini adalah untuk mengetahui pengaruh *personal selling* dan *sales promotion* terhadap keputusan pembelian stand di Atrium Sleman City Hall. Jenis penelitian menggunakan metode kuantitatif dengan menggunakan program *Statistical Package for the Social Sciences (SPSS)* window versi 25. Metode perolehan data dengan menggunakan kuesioner dan wawancara. Sampel yang digunakan adalah sebanyak 50 orang yang pernah mengikuti pameran-pameran di Sleman City Hall. Pengujian yang digunakan adalah uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, analisis regresi linier berganda, uji statistik F, koefisien determinasi dan uji statistik t. Hasil penelitian ini menunjukkan bahwa Terdapat pengaruh positif *personal selling* terhadap keputusan pembelian *stand* di Atrium Sleman City Hall. Hal ini dibuktikan berdasarkan uji statistik t variabel *personal selling* mempunyai  $t_{hitung}$  sebesar 2,126 dengan nilai signifikansi sebesar  $0,039 < \text{tingkat kepercayaan } 5\% \text{ atau } 0,05$ , artinya ada pengaruh yang signifikan antara variabel *personal selling* dengan variabel keputusan pembelian. Terdapat pengaruh positif *sales promotion* terhadap keputusan pembelian *stand* di Atrium Sleman City Hall. Hal ini dibuktikan berdasarkan uji statistik t variabel *sales promotion* mempunyai  $t_{hitung}$  sebesar 2,680 dengan nilai signifikansi sebesar  $0,01 < \text{tingkat kepercayaan } 5\% \text{ atau } 0,05$ , artinya ada pengaruh yang signifikan antara variabel *sales promotion* dengan variabel keputusan pembelian. Saran Bagi Perusahaan Sleman City Hall yaitu lebih memperhatikan lagi variabel yang paling dominan terhadap keputusan pembelian yaitu *sales promotion*. Sedangkan bagi peneliti perusahaan Sleman City Hall lebih meningkatkan lagi variabel *personal selling* terutama pada indikator bertatap ramah dengan *customer*, dan menangani keberatan *customer*.

**Kata Kunci:** *Personal Selling, Sales Promotion, Keputusan Pembelian*

**THE EFFECT OF PERSONAL SELLING AND SALES PROMOTION  
DEPARTEMENT CASUAL LEASING ON STAND PURCHASE DECISIONS  
AT ATTRIUM SLEMAN CITY HALL**

**Sarman Sinaga**

**Abstract**

*The purpose of this study was to determine the effect of personal selling and sales promotion on the decision to buy a stand at the Atrium Sleman City Hall. This study uses quantitative methods with the Statistical Package for the Social Scienses (SPSS) window version 25 program. The data were obtained through questionnaires and interviews. The sample used is as many as 50 people who have participated in exhibitions at Sleman City Hall. The tests used are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, F statistical test, coefficient of determination and t statistical test. The results of this study indicate that there is a positive effect of personal selling on the decision to buy a stand at the Atrium Sleman City Hall. This is evidenced by the t statistical test, the personal selling variable has a tcount of 2.126 with a significance value of 0.039 <5% confidence level or 0.05, meaning that there is a significant influence between the personal selling variable and the purchasing decision variable. There is a positive effect of sales promotion on the decision to buy a stand at the Atrium Sleman City Hall. This is evidenced by the t statistical test, the sales promotion variable has a tcount of 2,680 with a significance value of 0.01 <5% or 0.05 level of confidence, meaning that there is a significant influence between the sales promotion variable and the purchasing decision variable. Suggestions for Sleman City Hall Companies are to pay more attention to the most dominant variable in purchasing decisions, namely sales promotion. Meanwhile, for the company researchers, Sleman City Hall, the personal selling variable is increasing, especially in the indicators of having friendly encounters with customers and handling customer objections.*

**Keywords:** *Personal Selling, Sales Promotion, Purchasing Decisions*