

ABSTRAK

PENGARUH *PERSONAL SELLING* DAN *DIRECT MARKETING* TERHADAP KEPUTUSAN PEMBELIAN

Industri kesehatan terus mengalami perkembangan pesat seiring dengan meningkatnya kesadaran masyarakat akan pentingnya perlindungan diri dan pencegahan penyakit. Salah satu inovasi yang tetap relevan dalam industri ini adalah masker medis. PT. Sol Med Dispo merupakan salah satu produsen masker medis yang terlahir tepat di saat dunia bergulat dengan pandemi COVID-19, tahun 2020. Produk masker mereka dengan mudah terserap pasar yang kala itu panik dan protektif. Seiring berjalannya waktu, vaksinasi mulai meluas, tingkat penularan COVID-19 menurun, dan kebijakan penggunaan masker pun mulai dilonggarkan. Akibatnya, permintaan masker medis dari PT. Sol Med Dispo pun mengalami penurunan yang signifikan. Tujuan dari penelitian ini untuk mengetahui kondisi personal selling dan direct marketing terhadap keputusan pembelian masker medis pada konsumen PT. Sol Med Dispo, serta untuk mengetahui pengaruh personal selling dan direct marketing terhadap keputusan pembelian masker medis pada konsumen PT. Sol Med Dispo. Metode penelitian yang digunakan yaitu metode deskriptif dan verifiatif. Populasi pada penelitian ini yaitu konsumen yang melakukan pembelian lebih dari satu kali sejak Maret 2024 hingga Februari 2025 dengan menggunakan sampel sebanyak 79 responden. Pengolahan data pada penelitian ini menggunakan analisis regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi dan pengujian hipotesis. Berdasarkan hasil penelitian dapat disimpulkan bahwa terdapat pengaruh antara personal selling terhadap keputusan pembelian secara parsial dan terdapat pengaruh antara direct marketing terhadap keputusan pembelian secara parsial serta terdapat pengaruh antara personal selling dan direct marketing terhadap keputusan pembelian secara bersama-sama.

Kata Kunci: Personal Selling, Direct Marketing, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PERSONAL SELLING AND DIRECT MARKETING ON PURCHASING DECISIONS

The healthcare industry continues to grow rapidly as public awareness of the importance of self-protection and disease prevention increases. One innovation that remains relevant in this industry is the medical mask. PT. Sol Med Dispo is a medical mask manufacturer that was born right when the world was grappling with the COVID-19 pandemic in 2020. Their masks were easily absorbed by a market that was then panicky and protective. Over time, vaccination became widespread, COVID-19 transmission rates decreased, and mask-use policies were relaxed. As a result, the demand for medical masks from PT. Sol Med Dispo experienced a significant decline. The objectives of this research are to determine the condition of personal selling and direct marketing on the medical mask purchasing decisions of PT. Sol Med Dispo consumers, and to find out the influence of personal selling and direct marketing on the purchasing decisions of PT. Sol Med Dispo consumers. The research methods used are descriptive and verificative. The population in this study were consumers who made more than one purchase from March 2024 to February 2025, using a sample of 79 respondents. Data processing in this study used multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, and hypothesis testing. Based on the research results, it can be concluded that there is a partial influence of personal selling on purchasing decisions, there is a partial influence of direct marketing on purchasing decisions, and there is a simultaneous influence of personal selling and direct marketing on purchasing decisions.

Keywords: Personal Selling, Direct Marketing, Purchasing Decisions