

ABSTRAK

Tsaniyah Shafirah Afifah. 2022. Pengaruh *Direct Marketing, Personal Selling, Dan Service Quality* Terhadap Keputusan Pembelian Kripik Singkong UD. Dua Saudara Kecamatan Manding Kabupaten Sumenep. Skripsi: Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja. Pembimbing Very Andrianingsih, S.E., M.M

Pada dasarnya semakin ketat persaingan pasar usaha kripik singkong maka perusahaan dituntut untuk terus meningkatkan daya saingnya agar bisa menarik konsumen untuk melakukan pembelian kripik singkong di UD. Dua Saudara. Keputusan pembelian konsumen disini merupakan salah satu hal penting yang harus diperhatikan oleh pemasar.

Adapun tujuan penelitian ini adalah untuk mengetahui hubungan antara *Direct Marketing, Personal Selling, Dan Service Quality* Terhadap Keputusan Pembelian baik secara parsial maupun secara simultan. Metode yang digunakan dalam pengambilan sampel adalah *Accidental Sampling* dan diperoleh 40 responden yang menjadi sampel penelitian

Hasil penelitian menunjukkan bahwa secara parsial variabel *Direct Marketing, Personal Selling* dan *Service Quality* berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan *Direct Marketing, Personal Selling, Dan Service Quality* berpengaruh terhadap keputusan pembelian kripik singkong di UD. Dua Saudara.

Kata Kunci: *Direct Marketing, Personal Selling, Service Quality*, keputusan pembelian.

ABSTRACT

Tsaniyah Shafirah Afifah. 2022. The Influence of Direct Marketing, Personal Selling, and Service Quality on the Purchase Decision of Cassava Chips UD. Two Brothers, Manding District, Sumenep Regency. Thesis: Management Study Program, Faculty of Economics and Business, Wiraraja University Supervisor Very Andrianingsih, S.E., M.M.

Basically, the tighter competition in the cassava chips business market, the company is required to continue to improve its competitiveness in order to attract consumers to buy cassava chips at UD. Two brothers. Consumer buying decisions here are one of the important things that must be considered by marketers.

The purpose of this study was to determine the relationship between Direct Marketing, Personal Selling, and Service Quality on Purchase Decisions either partially or simultaneously. The method used in sampling is Accidental Sampling and obtained 40 respondents who became the research sample.

The results showed that partially the Direct Marketing, Personal Selling and Service Quality variables had a positive and significant effect on purchasing decisions, Simultaneously Direct Marketing, Personal Selling, and Service Quality affect the decision to purchase cassava chips at UD. Two brothers.

Keywords: *Direct Marketing, Personal Selling, Service Quality, purchasing decisions.*