

TANGGA UJIAN SKRIPSI :

**UNIVERSITAS ISLAM SUMATERA UTARA
FAKULTAS EKONOMI
MEDAN
2022**

ABSTRAK

Dinda Ayuditya, 71180312048, Pengaruh *Personal Selling* Dan *Digital Marketing* Terhadap Keputusan Pembelian Produk Kecantikan Loreal Paris (Studi Kasus Mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018)

Strategi pemasaran sangat berperan penting bagi perusahaan untuk dapat memperoleh kosumen atau pelanggan sebanyak mungkin, untuk mempertahankan kelangsungan hidup perusahaan. Rumusan masalah dalam penelitian ini adalah bagaimana pengaruh *Personal Selling* terhadap keputusan pembelian produk Loreal Paris oleh Mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, bagaimana pengaruh *digital marketing* terhadap keputusan pembelian produk Loreal Paris oleh Mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, bagaimana pengaruh *Personal Selling* dan *digital marketing* terhadap keputusan pembelian produk Loreal Paris oleh Mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018. Populasi dalam penelitian ini adalah semua mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018 yang berjenis kelamin perempuan sebanyak 74 mahasiswi dan yang dijadikan sampel sebanyak 43 mahasiswi. Pendekatan penelitian ini adalah pendekatan asosiatif dengan jenis data kuantitatif. Metode pengujian menggunakan teknik analisis regresi linier berganda. Berdasarkan hasil pengujian dan analisis menunjukkan bahwa *Personal Selling* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kecantikan Loreal Paris pada mahasiswi Fakultas Ekonomi UISU. *Digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kecantikan Loreal Paris pada mahasiswi Fakultas Ekonomi UISU. *Personal selling* dan *digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian Kecantikan Loreal Paris pada mahasiswi Fakultas Ekonomi UISU

Kata Kunci : *Personal Selling*, *Digital Marketing*, Keputusan Pembelian

ABSTRACT

Dinda Ayuditya, 71180312048, *The Influence of Personal Selling and Digital Marketing on Purchase Decisions for Loreal Paris Beauty Products (Case Study of Students of the Faculty of Economics UISU Stambuk Management Study Program 2018)*

Marketing strategy plays an important role for companies to be able to get as many consumers or customers as possible, to maintain the survival of the company. The formulation of the problem in this study is how the influence of Personal Selling on the decision to purchase Loreal Paris products by students of the Faculty of Economics UISU Stambuk Management Study Program 2018, how is the influence of digital marketing on the decision to purchase Loreal Paris products by students of the Faculty of Economics UISU Stambuk Management Study Program 2018, how is the influence of Personal Selling and digital marketing on the decision to purchase Loreal Paris products by students of the UISU Economics Stambuk Management Study Program 2018. The population in this study were all students of the 2018 UISU Stambuk Management Faculty Economics Faculty who were female as many as 74 female students and 43 female students were used as samples. This research approach is an associative approach with quantitative data types. The test method uses multiple linear regression analysis techniques. Based on the results of testing and analysis, it shows that Personal Selling has a positive and significant effect on purchasing decisions for Loreal Paris Beauty products at UISU Faculty of Economics students. Digital marketing has a positive and significant effect on purchasing decisions for Loreal Paris Beauty products at UISU Faculty of Economics students. Personal selling and digital marketing have a positive and significant effect on purchasing decisions for Loreal Paris Beauty at UISU Faculty of Economics students

Keywords: *Personal Selling, Digital Marketing, Purchase Decision*