

**Analysis of The Influence of Direct Marketing and Personal Selling  
on Consumer Purchasing Decisions of Products  
at UD Purnama Jati**

*Supervised by Dr. Ardhitya Alam Wiguna, S.E., M.M.*

**Vina Regina Anwar**

*Agro-Industrial Management Study Program  
Majoring of Agribusiness Management*

***ABSTRACT***

*This study was conducted at UD Purnama Jati, Jember Regency, and aims to determine the influence of direct marketing and personal selling on purchasing decisions at UD Purnama Jati's product. This study is classified as quantitative research, which includes survey research included in confirmatory research or testing based on empirical and explanatory research that aims to analyze the relationships between one variable and another variable or see how one variable influences another variable. The sampling method in this research is the Non-Probability Sampling method with accidental sampling, namely a technique for determining samples based on chance. The data collection tool in this research is a closed questionnaire that is distributed to consumers who make purchases at UD Purnama Jati. The obtained data were analyzed by Multiple Regression Analysis through SPSS 21.0. The results show that 1) Simultaneously (f test) direct marketing variables (X1) and personal selling (X2) have a significant effect on purchasing decisions Y. 2) Partially (t-test) direct marketing variables (X1) and personal selling (X2) partially has a significant effect on consumer purchasing decisions (Y) at UD Purnama Jati, Jember Regency.*

***Keywords:*** *Direct marketing, Personal selling, Purchasing Decisions*