

***The Influence of Advertising, Personal Selling, and Publicity on the Purchase
Decision of Ryska Lestary Custom Motorcycles in Jember Regency***

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ABSTRACT

This study aims to analyze and test the effects of advertising, personal selling, and publicity on the purchase decision of Ryska Lestary custom motorcycles by customers in Jember Regency. The research uses a quantitative approach, with data collected through questionnaires distributed both online and in person. The sampling method employed is non-probability sampling, specifically purposive sampling, involving a total of 40 respondents. The data obtained were analyzed using multiple linear regression with the aid of SPSS version 25. The results indicate that advertising, personal selling, and publicity have a significant effect on purchase decisions, both partially and simultaneously.

Keywords: *Advertising, personal selling, publicity, and purchase decision*