

Effect Personal Selling and Quality Produk to purchase the Buying Decision Through customer satisfaction in the cake shop bagiak rainbow sari banyuwangi City.

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ABSTRACT

Competition becomes inevitable in any business issue. This can be seen with the emergence of new businesses. Likewise faced by entrepreneurs bagiak in Banyuwangi, does not escape also Bagiak Rainbow Cake Shop Sari Banyuwangi. These conditions require Bagiak Rainbow Cake Shop Sari to continue to develop themselves in facing the competitive world of business, especially in Banyuwangi.

The purpose of this study was to determine the effect of direct and indirect Personal Selling, product quality on purchasing decisions through customer satisfaction. The study population is consumers who buy cakes bagiak rainbow sari Banyuwangi. Number of samples 85 respondents with accidental sampling. Data obtained by questionnaire. Persentatif descriptive data analysis with that percentage and path analysis.

The results showed that Personal Selling variable (X1), product quality (X2) directly influence the purchase decision. Personal Selling variable (X1), product quality (X2) have no direct influence on purchasing decisions. Results of the test path analysis showed that Personal Selling (X1) influence on purchase decisions (Y) through customer satisfaction (Z) and product quality (X2) directly influence the purchase decision (Y) through customer satisfaction (Z), so that it can be said that customer satisfaction (Z) mediates the influence of Personal Selling (X1) and product quality (X2) on purchase decisions (Y).

Keywords: *Personal Selling, product quality, customer satisfaction, buying decisions*