

***THE EFFECT OF ADVERTISING AND PERSONAL SELLING ON
PURCHASE DECISION OF FRESTEА DRINK PRODUCTS AMONG
STUDENTS OF STATE POLYTECHNIC OF JEMBER***

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ABSTRACT

This study aims to examine and analyze the influence of advertising and personal selling on Frestea product purchase decisions among students at Jember State Polytechnic. The study used quantitative methods with a survey approach and multiple linear regression analysis of 30 respondents. The t-test results showed that advertising had a significant effect on purchase decisions, with a t-value of 3.298 and a significance level of 0.003. Personal selling had no significant effect, with a t-value of 1.214 and a significance level of 0.235. The F-test results indicated that advertising and personal selling simultaneously had a significant effect on purchase decisions, with an F-value of 9.874 and a significance level of 0.001.

Keywords: Advertising, Personal Selling, Purchase Decision.