

**THE INFLUENCE OF *DIRECT MARKETING, PERSONAL SELLING,*
AND EXPERIENTIAL MARKETING ON PURCHASES
DECISION KOPI KENANGAN
*IN JEMBER REGENCY***

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ABSTRACT

This study uses a quantitative approach with a survey method. The survey method was used to collect data from respondents through the distribution of questionnaires to consumers of Kopi Kenangan Jl. Kalimantan, Jember Regency. Data collection techniques are carried out through observation, interviews, and documentation. The analysis tool used in this study is multiple linear regression analysis with the help of the SPSS Statistics 25 program. The results of the study showed that based on the regression test F, the variables of direct marketing (X1), Personal Selling (X2), and experiential marketing (X3) simultaneously had a significant effect on the variable bound to the purchase decision (Y). Furthermore, based on the t-test regression test, it was concluded that direct marketing (X1) had a positive and significant effect on purchase decisions, Personal Selling (X2) had a positive and significant effect on purchase decisions, while experiential marketing (X3) had a positive and significant effect on purchase decisions. The results of the study also show that direct marketing (X1) is the most dominant variable in influencing the purchase decision of consumers of Kopi Kenangan Jl. Kalimantan, Jember Regency.

Keywords: Direct marketing, Experiential Marketing, Personal Selling, Purchase Decision.