

ABSTRAK

PENGARUH PENERAPAN *PERSONAL SELLING*, *WORD OF MOUTH* DAN *PERCEIVED QUALITY* TERHADAP MINAT BELI KONSUMEN PADA PRODUK *FLEXIBLE CONDUIT* DI PT. INDOJAYA TEKNIKA UTAMA

THE INFLUENCE OF THE IMPLEMENTATION OF PERSONAL SELLING, WORD OF MOUTH AND PERCEIVED QUALITY ON CONSUMER BUYING INTEREST IN FLEXIBLE CONDUIT PRODUCTS AT PT. INDOJAYA TEKNIKA UTAMA

This research aims to determine the influence of personal selling, word of mouth and perceived quality on consumer buying interest in flexible conduit products at PT. Indojaya Teknika Utama. The research method used is a quantitative research method with a sample size of 70 respondents, namely consumers of PT. Indojaya Teknika Utama. The data analysis used in this research is multiple linear regression analysis using the SPSS ver 25 data processing application. The results of this research show that simultaneously personal selling, word of mouth and perceived quality have a positive and significant effect on consumer buying interest. Personal selling partially has a positive but not significant effect on consumer buying interest, word of mouth and perceived quality partially have a positive and significant effect on consumer buying interest.

Keywords: Personal selling, word of mouth, perceived quality, buying interest

Penelitian ini bertujuan untuk mengetahui pengaruh *personal selling*, *word of mouth* dan *perceived quality* terhadap minat beli konsumen pada produk *flexible conduit* di PT. Indojaya Teknika Utama. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan jumlah sampel sebanyak 70 responden yakni konsumen PT. Indojaya Teknika Utama. Analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan aplikasi olah data SPSS ver 25. Hasil penelitian ini menunjukkan bahwa secara simultan *personal selling*, *word of mouth* dan *perceived quality* berpengaruh positif dan signifikan terhadap minat beli konsumen. Secara parsial *personal selling* berpengaruh positif tetapi tidak berpengaruh signifikan terhadap minat beli konsumen, *word of mouth* dan *perceived quality* secara parsial berpengaruh positif dan signifikan terhadap minat beli konsumen.

Kata kunci: *personal selling*, *word of mouth*, *perceived quality*, minat beli konsumen.