

## **ABSTRACT**

*This study aims to analyze the effect of sales promotion and personal selling to on consumer purchase decision making coffee Semendo in Kuto Market Palembang. The sampling technique used purposive sampling method. Criteria respondents were respondents who had consumed coffee Semendo and a minimum age of 17 years old. Samples taken are consumers who live in Kuto Market Palembang as many as 96 people. While the data in this study were obtained by using a questionnaire that spread to the respondents in Kuto Market Palembang. The analysis technique used to manage data is descriptive test, validity, reliability, classic assumption test, hypothesis testing and regression analysis were processed using SPSS software version 17.0. The results of this study show that the Sales Promotion and Personal Selling have a positive and significant impact on consumer purchasing decisions, with significant value 0,000 less than 0.05. Furthermore, also the value obtained adjusted R Square of 0703 amounted to 70.3% variable means sales promotion and personal selling has an influence on purchasing decisions Semendo coffee. While the rest of 29.7% is a variable Semendo coffee purchasing decisions are influenced by other variables outside of this study.*

*Keywords: Sales Promotion, Personal Selling and Purchase Decision Proces.*