

PENGARUH PERSONAL SELLING, SALES PROMOTION, SCORPORATE SOCIAL RESPONSIBILITTY DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PUPUK LOB DI KALANGAN PETANI WAY BUNGUR, LAMPUNG TIMUR

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *personal selling*, *sales promotion*, *corporate social responsibility* (CSR), dan kualitas produk terhadap keputusan pembelian pupuk LOB di kalangan petani Way Bungur, Lampung Timur. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif dan teknik sampel jenuh, sehingga seluruh populasi yang berjumlah 100 petani, terdiri atas 50 petani padi dan 50 petani Jagungng, dijadikan responden. Data primer diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan SPSS 26. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan *personal selling*, *sales promotion*, *corporate social responsibility* (CSR), dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian pupuk LOB. Di antara keempat variabel tersebut, kualitas produk merupakan faktor yang paling dominan memengaruhi keputusan pembelian petani. Nilai koefisien determinasi (R^2) sebesar 0,860 menunjukkan bahwa 86,0% variasi keputusan pembelian dapat dijelaskan oleh keempat variabel tersebut, sedangkan sisanya sebesar 14,0% dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menunjukkan bahwa upaya peningkatan kualitas produk yang didukung oleh strategi *personal selling*, *sales promotion*, serta program CSR yang berkelanjutan dapat meningkatkan dan menstabilkan keputusan pembelian pupuk LOB di kalangan petani Way Bungur, Lampung Timur.

Kata Kunci: *personal selling*, *sales promotion*, *corporate social responsibility*, kualitas produk, keputusan pembelian.

THE EFFECT OF PERSONAL SELLING, SALES PROMOTION, CORPORATE SOCIAL RESPONSIBILITY AND PRODUCT QUALITY ON LOB FERTILIZER PURCHASE DECISIONS AMONG WAY BUNGUR FARMERS, EAST LAMPUNG

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ABSTRACT

This study aims to analyze the influence of personal selling, sales promotion, corporate social responsibility (CSR), and product quality on the purchasing decisions of LOB fertilizer among farmers in Way Bungur, East Lampung. This research employed a quantitative method with an associative approach and a saturated sampling technique, involving all 100 farmers in the population, consisting of 50 rice farmers and 50 corn farmers, as respondents. Primary data were collected through questionnaires and analyzed using multiple linear regression with SPSS version 26. The results indicate that personal selling, sales promotion, corporate social responsibility (CSR), and product quality have significant effects on purchasing decisions both partially and simultaneously. Among these variables, product quality is the most dominant factor influencing farmers' purchasing decisions. The coefficient of determination (R^2) value of 0.860 indicates that 86.0% of the variation in purchasing decisions can be explained by the four independent variables, while the remaining 14.0% is influenced by other factors outside the scope of this study. These findings suggest that improving product quality, supported by effective personal selling, sales promotion strategies, and sustainable CSR programs, can enhance and stabilize farmers' purchasing decisions regarding LOB fertilizer in Way Bungur, East Lampung.

Keywords: *personal selling, sales promotion, corporate social responsibility, product quality, purchasing decision.*