

## INTISARI

Persaingan produk lokal dan import dalam industri keramik semakin kompetitif. PT Granitoguna Building Ceramics sebagai salah satu produsen keramik yang berdiri tahun 1995 melakukan promosi dengan cara ; *advertising, sales promotion, personal selling, publicity* dan *direct marketing*. Untuk menawarkan langsung produknya kepada kontraktor, Granito menggunakan metode *personal selling*.

Metode *personal selling*, menurut penulis dipandang sebagai salah satu bentuk komunikasi yang efektif antara produsen dengan konsumen. Karena produsen dapat berdialog langsung dengan konsumen.

Sesuai dengan hasil survey yang dilakukan penulis yang menggunakan 113 sample, dimana responden adalah kontraktor yang pernah membeli produk Granito dan terdaftar sebagai anggota *Indonesian Contractors Association (ICA)* periode 2002-2005, serta secara geografis berdomisili di wilayah DKI Jakarta, memperkuat hipotesis bahwa metode *personal selling* berpengaruh secara signifikan terhadap keputusan pembelian yang dilakukan oleh kontraktor di DKI Jakarta. Hipotesis yang telah diuji dengan menggunakan *uji t* dengan signifikansi 0,05 ini menunjukkan bahwa metode *personal selling* memberikan kontribusi terhadap keputusan pembelian yang dilakukan oleh kontraktor sebesar 71,4 %.

Dengan adanya penelitian ini diharapkan Granito dapat melakukan evaluasi pada kegiatan pemasarannya serta meningkatkan kegiatan *personal selling*, baik dari segi biaya, armada dan frekuensi kunjungannya agar dapat memenangkan persaingan tersebut.

Kata kunci : *personal selling*, keputusan pembelian, kontraktor

## ABSTRACT

Competition between local products and import products for the ceramics industry has been increasingly competitive. PT. Granitoguna Building Ceramics as one of ceramics manufacturers which was established in 1995 has carried out some methods of promotion such as : advertising, sales promotion, personal selling, publicity and direct marketing. In order to directly offer to some contractors, Granito has employed the personal selling method.

Personal selling method has been considered as on of effective communication techniques between manufacturers and consumers, in which producers and consumers may have a direct dialogue.

Based on the results of survey carried out by using 113 samples and employing respondents consisting of some contractors which have purchased the products manufactured by Granito, have been registered as the member of Indonesian Contractors Association (ICA) for the period of 2002-2005, and geographically domiciled in the areas of DKI Jakarta, it has reinforced the hypothesis that personal selling method has a significant effect on the purchasing decision made by some contractors existing in the DKI Jakarta. The hypothesis which has been tested by employing t-test with significance rate of 0.05, has indicated that personal selling method has provided a contribution on the purchasing decision made by some contractors of 71,4 %.

Through this study, it is expected that Granito may perform an evaluation on its marketing activities and increase its personal selling activities, in consideration of the costs expended, sales people, and frequency of its visit so that it may succeed the competition.

Key words : personal selling, purchasing decision, contractor.