

ABSTRACT

This research aims to understand the influence of Personal Selling, Sales Promotion and Distribution of iCLEAN Brand Awareness from PT XC Cleanindo. The aim of this research is the iCLEAN product Business to the Business user. This research was carried out on 113 individuals. The sampling technique being used was Non-probability sampling using a purpose sampling method. Tests were done using instrument validity and reliability methods, data analysis techniques using a classical assumption test, double linear regression test and hypothesis

The result of this research shows that either simultaneously or partially, the variable of Personal Selling, Sales Promotion and Distribution have influenced iCLEAN Brand Awareness from PT XC Cleanindo, but whereas Sales Promotion showed no significant influence.

Keywords: Personal Selling, Sales Promotion, Distribution and Brand Awareness.

ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Personal Selling*, *Sales Promotion* dan Pendistribusian terhadap *Brand Awareness* produk iCLEAN PT XC Cleanindo. Objek penelitian ini adalah konsumen B2B produk iCLEAN. Penelitian ini dilakukan terhadap 113 responden. Teknik pengambilan sampel yang digunakan adalah teknik *Non-Probability Sampling* dengan menggunakan metode *Purposive Sampling*. Pengujian instrument dilakukan dengan uji validitas dan realibilitas, teknik analisis data menggunakan uji asumsi klasik, analisis regresi linier berganda, serta uji hipotesis.

Hasil penelitian ini menunjukkan bahwa secara parsial dan simultan, variabel *Personal Selling*, *Sales Promotion* dan Pendistribusian berpengaruh terhadap *Brand Awareness* produk iCLEAN PT XC Cleanindo tetapi hanya *Sales Promotion* saja yang tidak berpengaruh signifikan .

Kata kunci: *Personal Selling*, *Sales Promotion*, Distribusi dan *Brand Awareness*.