

## **Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta**

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### **Abstract**

This study has a gap that organic products, especially vegetables, are less attractive to housewives. Even though organic food is needed by the body so that it is always healthy, but as prices are more expensive than non-organic vegetables, consumers tend to consume non-organically. The purpose of this study is to test if organic vegetables are offered through advertising, sales promotion, personal selling and direct marketing is possible for consumers to intend to buy so that organic consumers expand and the number increases. With the addition of organic consumers, the farmers will increase their profits and by helping farmers change non-organic farming into organic vegetables. In accordance with the theory if a marketing strategy is developed into a holistic possibility, consumers who do not know about organic information will consider consuming organic products. It is hoped that farmers will increase innovation with appropriate technology and promote training in both rice and organic vegetables. This study uses a survey method, with respondent housewives or fathers who are concerned with family health. The research sample is consumers who have never consumed organic and are shopping at a retail store in West Jakarta. The research sample amounted to 113 consisting of 51 men and 62 women. The results of the study show that advertising and direct selling affect consumer purchase intentions, while sales promotion and personal selling do not affect consumer purchase intentions.

**Keywords:** *Advertising, Sales Promotion, Personal Selling, Direct Selling, Purchase Intentions*