

**ABSTRACT**

*This study aims to determine the effect of persuasive personal sales communication on purchasing decisions for apple products at Digimap Mall Taman Angrek. Persuasive communication is one method that is often used to influence the interlocutor in any case, including offering a product in sales, such as digimap which uses personal sales to offer apple products. Sales of apple products at digimap mall Taman Angrek decreased in the third quarter, so it requires special attention to boost sales of apple products at Digimap Mall Taman Angrek. This study uses a positivistic paradigm with a descriptive quantitative approach to determine how persuasive personal sales communication influences Apple product purchasing decisions. The sampling technique used was 96 respondents, in this study using a non-probability sampling method with purposive sampling. Data were collected using a questionnaire technique and a Likert scale to measure the variables studied, this study used SPSS version 26 to process data and analyze research data. The results of this study that the variable X persuasive personal sales communication has a significant influence on the Y variable purchasing decisions. The significance value of the t test is  $0.00 < 0.05$  with an effect of 0.356. Persuasive communication has an effect of 12.7% on purchasing decisions, while the remaining 87.3% is influenced by other factors.*

*Keywords: Persuasive Communication, Personal Sales, Purchase Decision.*