



**THE EFFECTIVENESS OF SALESMANSHIP IN INFLUENCING
CUSTOMER BUYING DECISION AT SIME UEP PROPERTIES SDN BHD**

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ABSTRACT

The objective and scope of the study is to identify the factors that contribute to the effectiveness of salesmanship in influencing customer buying decision at Sime UEP Properties Sdn. Bhd.. There are four factors that contribute to this problem which is personal selling, relationship strategy, product strategy and customer strategy. So from the study the researcher wants to know whether the factors have relationship or not in customer buying decisions.

The researcher needs to find a lot of reference for the literature review to support the data for this study. The researcher found the literature review from the references books, journal, newspaper cutting and also website. Beside that, the researcher also studies a previous thesis as references to more understanding. The literature reviews are collected from internet and books.

By doing this research, the researcher using secondary data as sources in gathering information, the researcher have distribution the questionnaire to the respondents. For the sampling technique use by the researcher is convenience sampling.

For the finding and analysis, the researcher has used SPSS to analyze the data. Researcher used frequency distribution analysis, reliability and Spearman's correlation coefficient and she found that all independents variable directly influenced the dependent variable.