

ABSTRAK

Bauran promosi memegang peranan penting dalam kelangsungan hidup perusahaan. Keberhasilan promosi suatu perusahaan berkaitan dengan variabel variabel bauran promosi. Penelitian ini bertujuan untuk mengetahui apakah bauran promosi yang terdiri dari advertising (periklanan), Sales Promotion (promosi penjualan), personal selling (penjualan pribadi), Public Relation (hubungan masyarakat), Direct marketing (pemasaran langsung) berpengaruh terhadap keputusan pembelian motor Honda di MPM Wuluan. Uji validitas yang dihasilkan dari item pertanyaan yang mengukur advertising (periklanan), Sales Promotion (promosi penjualan), personal selling (penjualan pribadi), Public Relation (hubungan masyarakat), Direct marketing (pemasaran langsung) berpengaruh terhadap keputusan pembelian dinyatakan valid. Dengan demikian setiap item perhitungan yang diajukan kepada para responden dianggap valid atau jawaban dari responden menghasilkan pernyataan yang dapat diukur. Pengujian reliabilitas menggunakan metode alpha erobach setelah dilakukan pengelolaan data, uji reliabilitas yang dihasilkan dari item pertanyaan yang mengukur kondisi advertising, Sales Promotion, personal selling, Public Relation, Direct marketing berpengaruh terhadap keputusan pembelian dinyatakan reliabel karena butir-butir pada tiap variabel memiliki nilai koefisien reliabilitas alpha lebih besar dari 0,6.

Kata kunci : advertising, Sales Promotion, personal selling, Public Relation, Direct marketing, keputusan pembelian

ABSTRACT

Promotional mix plays an important role in the survival of the company. The success of a company's promotion is related to the variable of the promotion mix. This study aims to determine whether the promotional mix consisting of advertising (advertising), Sales Promotion (sales promotion), personal selling (personal selling), Public Relations (public relations), Direct marketing (direct marketing) affect the purchasing decisions of Honda motorcycles in Indonesia. MPM Wuluhan. Validity test generated from question items that measure advertising (advertising), Sales Promotion (sales promotion), personal selling (personal selling), Public Relations (public relations), Direct marketing (direct marketing) affect the purchase decision is declared valid. Thus, each calculation item submitted to the respondents is considered valid or the answers from the respondents produce measurable statements. Reliability testing using the alpha erobach method after data management, reliability tests generated from question items that measure the conditions of advertising, sales promotion, personal selling, public relations, direct marketing affect purchasing decisions are declared reliable because the items in each variable have a coefficient value alpha reliability is greater than 0.6.

Keywords: advertising, Sales Promotion, personal selling, Public Relations, Direct marketing, purchasing decisions