

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh bauran promosi terhadap keputusan pembelian: (1) Pengaruh periklanan terhadap keputusan pembelian minuman merek A3FreshO2. (2) Pengaruh promosi penjualan terhadap keputusan pembelian minuman merek A3FreshO2. (3) Pengaruh penjualan perseorangan terhadap keputusan pembelian minuman merek A3FreshO2. (4) Pengaruh publisitas terhadap keputusan pembelian minuman merek A3FreshO2. (5) Pengaruh pemasaran langsung terhadap keputusan pembelian minuman merek A3FreshO2. Sampel dalam penelitian ini sejumlah 90 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan menggunakan *purposive sampling*. Dari hasil penelitian ini dinyatakan bahwa periklanan mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian minuman merek A3FreshO2, promosi penjualan mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian minuman merek A3FreshO2, penjualan perseorangan mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian minuman merek A3FreshO2, publisitas mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian minuman merek A3FreshO2, pemasaran langsung mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian minuman merek A3FreshO2.

Kata kunci : Periklanan, Promosi Penjualan, Penjualan Perseorangan, Publisitas, Pemasaran Langsung, Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of promotional mix on purchasing decisions: (1) The influence of advertising on purchasing decisions of brand A3FreshO2. (2) The effect of sales promotion on purchase decision of brand A3FreeshO2. (3) The effect of individual sales on purchase decisions of brand A3FreeshO2. (4) The influence of publicity on purchase decisions of brand A3FreshO2. (5) Direct marketing influence on purchase decision of brand A3FreshO2. The sample in this research is 90 respondents. Sampling technique using non probability sampling by using purposive sampling. From the results of this study stated that advertising has a positive and significant influence on purchasing decisions of brand A3FreshO2, sales promotion has a positive and significant influence on purchasing decisions of brand A3FreshO2, individual sales have a positive and significant influence on purchase decisions of brand A3FreshO2, publicity has a positive and significant influence on purchase decision of brand A3FreshO2, direct marketing has a positive and significant influence on the purchase decisions of brand A3FreshO2.

Keywords: Advertising, Sales Promotion, Individual Sales, Publicity, Direct Marketing, Purchasing Decision

