

ABSTRACT

AN ANALYSIS OF THE PROMOTION MIXTURE IN YAMAHA MOTORCYCLE PURCHASING (The Study Of The Student S1 Regular Of Social and Politic Faculty Of Lampung University 2010)

By

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Promotion is one of variable in marketing mix which is very important to be done by the company in marketing the service and product. Promotion strategy consists of four factors, they are advertising, private selling, selling promotion, and society relationship. PT Yamaha Motor Kencana Indonesia is the only one agency which hold the brand Yamaha motorcycle for Indonesia area. PT YMKI is a company which developes enough eventough the competition in this same bussiness is binding. It can be seen from the data of product selling Yamaha motorcycle which experiences the increasing from the previous year. Because of that, the researcher wants to know how much the promotion factor role in Yamaha motorcycle rider of student of S1 regular of social and politic faculty of lampung university 2010.

The type of this analysis is descriptive vericative. The population in this analysis is student of S1 regular of social and politic faculty of lampung university 2010 which ride Yamaha motorcycle. The samples which are taken 95 student. The sample gathering technique which used isa simple sample random with data collection technique which uses the questioner with likert scala, and the data analysis which is used factor analysis.

Based on the result of the analysis test factor, there are 10 indicators which make four factor promotion mixture. The first is advertising, the second is selling promotion, the third is society relationship, and the fourth is private selling.