

ABSTRACT

THE INFLUENCE OF PROMOTION MIX OF CLAS MILD TO ENTHUSIASM BUY OF CONSUMER (Case Study Student of Reguler of FISIP UNILA)

By

SUHARDI

Clas Mild is one of Cigarette's Mild products, which produced by PT Nojorono Tobacco Indonesia. In order to improving enthusiasm buy of consumer to Clas Mild, specially among student as one of it's target market, the company do various marketing effort, and one of them is promotion mix, which included advertisement, sales promotion, individual sale, and publicity. The problem of this research is how the advertisement, sales promotion, individual sale, and publicity of Clas Mild influence the enthusiasm buy of consumer.

The objective of this research is to know the influence of advertisement, sales promotion, individual sale, and publicity of Clas Mild to enthusiasm buy of consumer. Hypothesis of this research is there are positive influence of advertisement, sales promotion, individual sale, and publicity of Clas Mild to enthusiasm buy of consumer. This Research method's is associative by using multiple regression analysis.

The result of this research is known that the positive's influence of advertisement, sales promotion, individual sale, and publicity smoke Clas Mild to enthusiasm buy of consumer is 74%. By partial, The influence of advertisement is 48,8 %, sales promotion is 10,6%, individual sale is 5,9%, and publicity is 5,4% to enthusiasm buy of consumer.

Keywords: promotion mix, enthusiasm buy of consumer