

ABSTRACT

THE EFFECT OF PROMOTION MIX ON CAR PURCHASE DECISION (LOW COST GREEN CAR) TOYOTA AGYA BRANDS IN BANDAR LAMPUNG

by

Muhammad Reynaldo Azhari

The depression in sales volume of Toyota Agya car over the periods 2016, 2017, 2018 was indicate that the promotion mix were not optimal. This is the main problem in this study, so the purpose of this research are to examine the effect of the promotion mix on purchasing decision of the LCGC brand Toyota Agya in Bandar Lampung. The sampling technique used purposive sampling method, so that the sample are obtained 100 respondents. Data analysis techniques had used multiple linear regression analysis. Hypothesis testing using the t-test with a level of $\alpha = 5\%$ (0.05) indicate, that all of the hypothesis are accepted. It means promotion mix variables (advertising, personal sales, public relations, sales promotion, direct marketing), had partial and simultaneous and significant effect to the purchase decision of LCGC brand is Toyota Agya car in Bandar Lampung

Kata Kunci: Advertising, Personal, Public Relations, Sales Promotion, Direct Marketing, Promotion Mix, Purchase Decision.

ABSTRAK

PENGARUH BAURAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MOBIL (*LOW COST GREEN CAR*) MEREK TOYOTA AGYA DI BANDAR LAMPUNG

Oleh

Muhammad Reynaldo Azhari

Penurunan penjualan mobil Toyota Agya selama kurun waktu 2016, 2017, 2018, dapat mengindikasikan bahwa bauran promosi yang dilakukan kurang maksimal. Hal tersebut yang menjadi pokok masalah dalam penelitian ini sehingga penelitian ini bertujuan untuk menguji pengaruh bauran promosi terhadap keputusan pembelian mobil LCGC merek Toyota Agya di Bandar Lampung. Teknik pengambilan sampel menggunakan metode *purposive sampling* sehingga didapatkan sampel sebanyak 100 responden. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil pengujian hipotesis secara parsial dengan tingkat $\alpha = 5\%$ (0,05) menunjukkan bahwa seluruh hipotesis diterima. Artinya, bauran promosi (periklanan, penjualan pribadi, hubungan masyarakat, promosi penjualan, pemasaran langsung) berpengaruh secara parsial dan simultan dan signifikan terhadap keputusan pembelian mobil LCGC merek Toyota Agya di Bandar Lampung.

Kata Kunci: Periklanan, Pribadi, Hubungan Masyarakat, Promosi Penjualan, Pemasaran Langsung, Bauran Promosi, Keputusan Pembelian.