

## ABSTRAK

### **PENGARUH IKLAN, PROMOSI PENJUALAN, DAN PEMASARAN LANGSUNG TERHADAP KEPUTUSAN PEMBELIAN (Survei Pada Konsumen Fore Coffee Bandar Lampung)**

Oleh

**THEODORA STEPHANY MARCELINA**

Tujuan riset ini, ingin mengetahui besarnya pengaruh iklan, promosi penjualan, dan pemasaran langsung terhadap keputusan konsumen dalam pembelian produk Fore Coffee Bandar Lampung. Metode penelitian yang digunakan adalah *explanatory research* dengan pendekatan penelitian kuantitatif melalui program SPSS 29.0 sebagai pengolahan data. Teknik sampel yang digunakan yaitu *non probability sampling* dengan metode *accidental sampling*, Populasi penelitian ini yaitu konsumen Fore Coffee Bandar Lampung. Hasil penelitian ini menunjukkan bahwa iklan secara parsial berpengaruh negatif dan tidak berpengaruh signifikan, sedangkan promosi penjualan dan pemasaran langsung secara parsial berpengaruh positif dan berpengaruh signifikan terhadap keputusan pembelian. Secara simultan besarnya pengaruh iklan, promosi penjualan, dan pemasaran langsung terhadap keputusan pembelian yaitu 0.755 atau 75.5% , yang berarti variabel independen berpengaruh signifikan terhadap keputusan pembelian.

**Kata kunci : Iklan, Promosi Penjualan, Langsung Pemasaran, Keputusan Pembelian, Fore Coffee**

## **ABSTRACT**

### ***THE INFLUENCE OF ADVERTISING, SALES PROMOTION, DIRECT MARKETING TO PURCHASE DECISION (Consumer Survei Of Fore Coffee Bandar Lampung)***

***By***

**THEODORA STEPHANY MARCELINA**

*The purpose of this research is to find out the influence of advertising, sales promotion and direct marketing on consumer decisions in purchasing Fore Coffee Bandar Lampung products. The research method used is explanatory research with a quantitative research approach through the SPSS 29.0 program as data processing. The sample technique used is non-probability sampling with the accidental sampling method. The population of this study is the consumers of Fore Coffee Bandar Lampung. The results of this study indicate that advertising partially has a negative effect and does not have a significant effect, while sales promotion and direct marketing partially have a positive and significant effect on purchasing decisions. Simultaneously the magnitude of the influence of advertising, sales promotion and direct marketing on purchasing decisions is 0.755 or 75.5%, which means that the independent variables have a significant effect on purchasing decisions.*

***Key Word : Advertising, Sales Promotion, Direct Marketing, Purchase Decision, Fore Coffee***