

ABSTRAK

Puji Savitri, 2022 : Bauran Promosi Terhadap Minat Beli Konsumen pada
Showroom Agung Toyota Tanjungpinang
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M.Ec

Penelitian ini bertujuan untuk menjelaskan Bauran Promosi (Periklanan, Promosi Penjualan, Hubungan Masyarakat & Publisitas, Penjualan Pribadi dan Pemasaran Langsung) Terhadap Minat Beli Konsumen. Pengambilan sampel dengan Teknik random sampling, maka jumlah sampel sebanyak 96 responden. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan uji validitas dan reliabilitas. Data dianalisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial variabel Periklanan (X1), Promosi Penjualan (X2), Hubungan Masyarakat & Publisitas (X3), Penjualan Pribadi (X4), dan Pemasaran Langsung terhadap Minat Beli (Y). Hasil uji F diperoleh nilai F_{hitung} 40,981 dengan nilai F_{tabel} 2,32 mengidentifikasi bahwa variabel variabel Periklanan (X1), Promosi Penjualan (X2), Hubungan Masyarakat & Publisitas (X3), Penjualan Pribadi (X4), dan Pemasaran Langsung secara simultan berpengaruh signifikan terhadap variabel Minat Beli (Y). Berdasarkan uji koefisien determinasi, sekitar 67,8% variabel Minat Beli dipengaruhi oleh variabel Periklanan, Promosi Penjualan, Hubungan Masyarakat & Publisitas, Penjualan Pribadi dan Pemasaran Langsung. Sisanya 32,2% dipengaruhi oleh faktor lainnya yang tidak dijelaskan dalam penelitian ini.

Kata Kunci : Periklanan, Promosi Penjualan, Hubungan Masyarakat & Publisitas, Penjualan Pribadi, Pemasaran Langsung terhadap Minat Beli Konsumen.

ABSTRACT

Puji Savitri, 2022 : *Promotion Mix Of Buying Interest At The Agung Toyota Tanjungpinang Showroom.*
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This study aims to explain Promotion Mix (Adversiting Sales Promotion, Public Relations & Publicity, Personal Selling and Direct Marketing) on Consumer Buying Interest. Sampling with random sampling technique, the number of samples as many as 96 Consumers. This type of research is quantitative research. The questionnaire was tested for validity and reliability. Data were analyzed using multiple linear regression analysis, including t test, F test, and coefficient of determination. The results showed that partially the variables of Adversiting (X1), Sales Promotion (X2), Public Relations & Publicity (X3), Personal Selling (X4) and Direct Marketing (X5) on Consumer Buying (Y). The results of the F test obtained that the 40,981 with an F2.32 identifying that the Adversiting (X1), Sales Promotion (X2), Public Relations & Publicity (X3), Personal Selling (X4) and Direct Marketing (X5) on the Consumer Buying variable (Y). Based on the coefficient of determination test, about 67,8% of the Employee Performance variable is influenced by the Work Life Balance variable. Compensation and Work Stress. The remaining 32,2% is influenced by other factors not described in this study

Keywords: Adversiting Sales Promotion, Public Relations & Publicity, Personal Selling and Direct Marketing) on Consumer Buying.