

FITRIYANI. NPM : 91511404122104. **Pengaruh Promosi Terhadap Keputusan Pembelian Pada Toko *Fashion Hilal-Fahri***. Dibimbing oleh Bapak Lefrand Mango, SE.,M.Si dan Adolf O.S. Lubalu. SE., MM

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Promosi Terhadap Keputusan Pembelian Pada Toko *Fashion Hilal-Fahri*. Adapun populasi yang digunakan adalah konsumen yang membeli produk Toko *Fashion Hilal-Fahri*.

Berdasarkan hasil penelitian, diperoleh persamaan regresi sebagai berikut $Y = 1,042 + 0,815X_1 + 0,631X_2 + 0,705X_3 + -0,819X_4 + e$. Berdasarkan analisis data statistik. Setiap indikator pada penelitian ini bersifat valid, hasil pengujian hipotesis yaitu uji t membuktikan bahwa variabel *advertising*, *sales promotion* dan *personal selling* berpengaruh signifikan terhadap variabel Keputusan Pembelian, sedangkan variabel *direct marketing* tidak berpengaruh signifikan terhadap variabel keputusan pembelian pada Toko *Fashion Hilal-Fahri*. Nilai t hitung variabel *advertising* 3,940 dengan signifikansi sebesar $0,000 < 0,05$ nilai t hitung variabel *sales promotion* 4,618 dengan signifikansi sebesar $0,001 < 0,05$ nilai t hitung variabel *personal selling* 4,166 dengan signifikansi sebesar 0,004 dan nilai t hitung variabel *direct marketing* -4,902 dengan signifikansi sebesar $0,365 < 0,05$. Hasil uji F menunjukkan bahwa *advertising*, *sales promotion*, *personal selling*, dan *direct marketing* secara simultan berpengaruh signifikan terhadap keputusan pembelian. Dengan nilai F hitung sebesar 24,901 dengan signifikansi $0,000 < 0,05$ koefisien determinasi R^2 yang diperoleh sebesar 0,769. Hal ini berarti 76,9% Keputusan Pembelian ditentukan oleh *advertising*, *sales promotion*, *personal selling*, dan *direct marketing*, sisanya yaitu 23,1% ditentukan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : Promosi, *Adveristing*, *Sales Promotion*, *Personal Selling*, *Diret Marketing*, Keputusan Pembelian.



FITRIYANI. NPM: 91511404122104. The Influence of Promotion on Purchasing Decisions at Hilal-Fahri Fashion Stores. Supervised by Lefrand Mango and Adolf O.S. Lubalu

ABSTRACT

The objective of the research was to find out the influence of promotion on purchasing decisions at Hilal-Fahri fashion stores. The population used is consumers who buy Hilal-Fahri Fashion Shop products. Based on the research results, the regression equation is obtained as follows: $Y = 1.042 + 0.815X_1 + 0.631X_2 + 0.705X_3 + -0.819X_4 + e$. Based on statistical data analysis. Each indicator in this study is valid, the results of hypothesis testing, namely the t test, prove that the advertising, sales promotion and personal selling variables have a significant influence on the Purchasing Decision variable, while the direct marketing variable has no significant influence on the purchasing decision variable at Hilal-Fahri Fashion Shop. The t value of the advertising variable was 3,940 with a significance of $0,000 < 0,05$, the t value of the sales promotion variable was 4,618 with a significance of $0,001 < 0,05$, the t value of the personal selling variable was 4.166 with a significance of 0.004 and the t value of the direct marketing variable was -4.902 with significance of $0,365 < 0,05$. The results of the F test show that simultaneously advertising, sales promotion, personal selling, and direct marketing have a significant effect on purchasing decisions. With the calculated F value of 24.901 with a significance of $0,000 < 0,05$, the coefficient of termination R^2 obtained is 0.769. This means that 76.9% of purchasing decisions are determined by advertising, sales promotion, personal selling, and direct marketing, the remaining 23.1% is determined by other variables which are not examined in this study.

Keywords : *Promotion, Advertising, Sales Promotion, Personal Selling, Direct Marketing, Purchasing Decisions*