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ABSTRACT

Ratih Fatwa Negara 21206013, The Analysis Sales Promotion of the Impact on Consumer Purchase Decision The distributions Business Arena Experience Bandung Under the Guidance Trustorini Handayani, SE, M.Si

Sales promotion is basically a gift or use of incentives to encourage sales of products offered by the company either in the form of goods or services. Implementation of sales promotion is good and right is expected to increase in the purchasing decision a business can be seen from the volume of sales of products Arena Experience. This study aims to determine the sales promotion is the right choice for the business arena and what is being done in implementing sales promotion, as well as the extent to which sales promotions affect consumer purchasing decisions on the business Arena Experience.

This research is descriptive and verification of analysis used to determine the effect of sales promotions on purchase decisions in business Distro Arena Experience. Of the total sample of 67 respondents to produce research results that, the effect of sales promotions on consumer purchasing decisions amounted to 42.8% and classified into a significant influence. This means that immigrants provide variable X gives a significant influence amounted to 42.8% of the variable Y, while the rest equal to 57.2% influenced of other factor. The results of this study show that the correlation of the effect of sales promotions on consumer purchasing decisions is .654. This indicates a very strong relationship between sales promotion with customer purchase decisions in business Distro Arena Experience.

Viewed from the curve of Figure 4.4 db = n-2 = 67-2 = 65 and a = 0.05 for two-sided test, the value of t on the t distribution table is 1.997. Thus t> from ttable (6.974> 1.997) so that H0 rejected and H1 accepted, meaning Sales Promotion significantly influence the purchase decision.

Keyword : Sales Promotion, Purchasing Decision, Arena Experience Bandung