ABSTRACT

RULLY ADHITYA YUDHASWARA., Research Title : " The Influence Of Sales Promotion on brand purchase decisions Minerva Megelli 250 motorcycle at Dealers Minerva in Ahmad Yani Bandung Branch"

Consultant : **Trustorini Handayani, SE,.M.Si**

Community needs to have a motor vehicle, a potential business that can provide benefits to companies engaged in this field. So do dealers Minerva Ahmad Yani Bandung branch that became a businessman in the field of motor vehicle sales. Promotion (promotion) is a component of the marketing (marketing mix) which has an important role in the communication of product mix, and can improve purchasing decisions through a process of promotion (promotional mix).

The objective of this study are: 1) to determine respondents ' reactions to advance the sales made by dealers Minerva Bandung. 2) in order to know the brand engine solution purchase dealer Minerva Megelli 250 in Bandung. 3) to determine the effects of actions on decisions to purchase brand motorcycle dealer Minerva Megelli 250 Bandung.

This research is a verification of the analysis used to determine the effect of sales promotions on purchase decisions. The research method used was survey research methods (survey methods). While the sampling technique the sample is a sample random sampling by using simple linear regression analysis with a population of more than 30 people and obtained samples of respondents were 30. While in data processing using SPSS 15.0 for Windows and Excel programs for Windows.

The results of this study indicate that simple linear regression on the effect of the Decision to Buy Sales Promotion is 50.37. In addition to the coefficient of determination (Kd) was 25% which indicates that the independent variable (X), namely sales promotion indeed significantly affect the variables (Y), namely the purchase decision. In determining t is as follows $\alpha = 0.05$ dk = n - 2 (30-2 = 28) was obtained 1.668.