ABSTRACT

Permata Sari, *"IMPLEMNTATION OF ADVERTISING MEDIA AND SALES PROMOTION AS WELL AS THEIR IMPACT ON PURCHASE DECISIONS IN TOSERBA GRIYA JATINANGOR ", Under Guide*:
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Current retail industry competition to win the hearts of customers so that customers buy products offered is very competitive. In the purchase decision process, customer do five stages: problem recognition, information search, alternative evaluation, purchase decision and post purchase behavior. Customers often buy because they were attracted by the advertising media (electronic media, print media, baleho, etc) that inform the sales promotion (discount, lucky drow, etc). This study aims to determine how much the independent variables (the advertising media and sales promotion) influence on dependent variable (purchase decisions) simultaneously and partially.

This study is descriptive analysis and verifikatif which is used to determine the advertising media and sales promotion influence on purchase desicions at Toserba Griya Jatinangor.this study uses multiple linear regression analysis, correlation analysis, simultaneous analysis and partial determination coeficient and hypothesis testing using the f test and the t test. 100 respondents show the result of this study that the advertising media and sales promotion influence on purchase desicions is 82,2% which belongs to very high influence, and the remaining 17,8% is influenced by other factors. The result of this study shows that multiple correlation of the advertising media and sales promotion influence on purchase desicions is 0,907. This shows a very strong relationship between independent variables (the advertising media and sales promotion) and dependent variable (purchase decisions) simultaneously.

It is seen from the curve (picture 4.4) that F_{hitung} > dari F_{tabel} (224,404>3,090) that H_0 is rejected and accepts Ha. this means the advertising media and sales promotion simultaneously give significant influences on purchase desicions.

It is also seen in picture 4.5 and 4.6 which shows the score of t_{hitung} of X_1 variable is 3,848 and t_{hitung} of X_2 variable is 12,278 are bigger than t_{tabel} (1,985). Thus H_0 is rejected and accepts Ha. this means the advertising media and sales promotion partially give significant influences on purchase desicions.

Keywords : *advertising media, sales promotion, purchase desicions.*