ABSTRACT

Ujang Subekti NIM : 21207010 "The influence of Advertising and Sales Promotion to Consumer Purchasing Decision on Toserba Selamat In Cianjur," Economic Management S1, under the guidance of Dra.Rahma Wahdiniwaty., M.Si.

Community needs at this time to meet daily needs is very large, it can be seen from the many local retail company that stands today. Every community has a consideration in choosing places to shop, because every society has different motivations and perceptions before making a purchase decision. Therefore, every retailer should know that can meet the needs of everyday life. The purpose of this study was to find out how big the influence of advertising and sales promotions on consumer purchasing decisions at Toserba Selamat in Cianjur.

The method used in this research is descriptive research method and verifikatif with a sample of 94 people who are consumers who shop in Toserba Selamat, the test statistic used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination and test hipotesis. For facilitate the data processing, the authors used the software SPSS for windows version 17.0.

The results showed that the purchasing decisions at Toserba Selamat Cianjur overall in good criteria, but the indicators of media advertising and electronic media show criteria quite well because many consumers do not know the advertising in progress, while for sales promotion are included in either category, however for discount and display the category fairly well, this is because the arrangement of displays and provision of discounts has not attracted the attention of consumers in full. The influence of advertising and sales promotions have a positive and significant impact on consumer purchasing decisions, then the impact simultaneously on a parsial. In this means of advertising and sales promotions to encourage consumers to make purchases.

Keywords: Buying Decision, Sales Promotion, Advertising