ABSTRACT

The development science and technology bring about change in business particularly trade in the era of globalization. Whereby a hundred years ago the trade barter (Exchange-traded).This study is based on the shoes marketing activity at bagitani fertilizer in malang. In marketing its product of bagitani fertilizer in malang needs to haves media between consumer and company that is through promotion as the communication media between company and consumer. In order the promotion can interest the attention and influence consumer in buying, so the company does promotional mix that implies several variables those are advertisement, individual selling, selling promotion, and public relation.

This research is quantitative research with the survey approach that attempts to know how the influence of promotional mix on the shoes buying decision. The data collecting technique is through questioner methods, interview and documentation. For instrument testing, it usesValidity object, and Reliability. Whereas, the data analysis technique uses double linear regression method because variable used is more than two variable, with the testing F and testing t.

The result of this research shows that advertisement variable (X1), individual selling (X4), stimulatingly has significance influence on shoes buying decision bagitani fertilizer in malang (Y). This can be proved by the testing measure F is obtained F_{hitung} 28,888 > F_{tabel} 2,557 with the p value amount 0,000 _ 0,05. Besides that, *Adjusted R Square* amount 0,618 it means that the free variable influence on bounded variable is 61,8%. And the testing t is found that partially free variable influences significantly. And the most dominant variable influencing on shoes buying decision bagitani fertilizer in malang is individual selling variable (X2) that is amount 43,8%.