

ABSTRACT

Solichah Fatiya Ismi, 2012 SKRIPSI. Title: “ The Analysis of Mixture Promotion Factors Considered by Indomaret Consumer of Soekarno Hatta 3 Malang on Purchase Decision.

Advisor : Yayuk Sri Rahayu,SE., MM

Key Word : Mixture Promotion , Purchase Decision, Purchase Decision Factors

In the new economic era or the “digitalazation”era, marked by a higher level of competitiveness, the environment quickly changes and becomes harder to be predicted especially at the sector of service effort. Each company competes to show innovations in the field of business, technology and management in order to gain competitive advantages. However, there is one thing to be considered by companies as the producers, that is the more consumers they have, the company will be increasingly difficult to accurately identify costumers. Especially on the consumers’ decision factors in using services offered and the reason behind it.

The purpose of this research was to investigate what mixture promotion factors which affect the consumers of indomaret in purchase decision. The location of this research was at Jln. Soekarno Hatta 3 Malang. This research used validity test and reliability test of instrument and factor analysis as the analysis method. The variables in this research was hotchpoth promotion factors including; advertising, selling promotion, and public relation.

The result of this research showed that, from rotation result with factor analysis method of factor of indomaret respondece, it can be concluded that 28 sub-variables can be reduced into 9 factors; (a) company’s identity with its dominant factor which is work uniform, (b) persuasion with its dominant factor was persuasion evoke a trust, (c) discount, with its dominant factor was promotion 2 weeks, (d) communication, with its dominant factor was communicated by television, (e) the activity of society service, with its dominant factor was the activity of blood donor, (f) free goods, with its dominant factor was buy 2 get free 1, (g) discount, with the dominant factor was much efficient purchasing, (h) derivation, with its dominant factor was derivation via article, (i) *member* was indomaret card. The determiner factor caused consumer decision transaction in Indomaret was the factor of company’s identity.