

ABSTRACT

Fariz Fajar. 2011, Thesis. Title: The Influence Of Promotion Mix On Motorcycles Mio Buying Decisions On Villagers LANG-LANG RW 2 Singosari Malang.

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Key words: Mix of Promotion, Buying Decision

Marketing mix is related to the flow of goods from producers to consumers even after sales. Marketing mix is a combination of four variables or activities that constitute the core of the company's marketing system, ie product, price, distribution channels and promotion. The product is a major and important element in the marketing mix. Someone who buys a product is not just to have the product but also meets the needs and desires. The product policies is related to product quality, packaging , label, type, brand and so forth. The purpose of the research that will be achieved: To determine how the promotion mix: advertising, sales promotion, personal selling, publicity influence Motorcycles Mio purchase decisions On Villagers of Lang-lang RW 2 Singosari Malang. To determine which promotion mix variables dominant influence on Motorcycles Mio purchasing decisions On Villagers of Lang-lang RW 2 Singosari Malang.

Test of validity is measured by comparing the value of correlation (correlation persons) compared with r table after data management is conducted at first, test of validity which is resulted from question items that measure the advertising, sales promotion, personal selling, publicity influence the purchase decision is valid. Thus the calculation of each item submitted from the respondents is considered to be accurate / valid or the answers of the respondents produce statements that can be measured. Tests of reliability use alpha erobach after data management, reliability testing is resulted from the question items that measure the condition of advertising, sales promotion, personal selling, publicity influence on purchase decisions are reliable because the items in each variable has a reability coefficient value of alpha which is greater than 0.6. The independent variables: Advertising (X1), sales promotion (X2), Personal selling (X3), Publicity (X4) are simultaneously have significant effect on variable Y (job satisfaction). The dominant variables that influence job satisfaction, by looking at the magnitude of the independent variables that significantly influence the purchase decision. Advertising independent variables (X1) has a dominant influence on purchase decisions (Y).