

ABSTRAT

Annajmuts Tsaqib, 2013. Thesis. Title. The Analysis Of Influence Marketing Public Relations Purchasing Decisions On PT. Tiara Megah Indah Jaya."

Advisor : Yayuk Sri Rahayu, SE., MM

Key words : Marketing Management, Public Relations, Purchasing decisions.

With the growing world of marketing in the corporate world, the need for innovative strategies to expedite business processes of an enterprise. PT. Tiara Megah Indah Jaya is a company engaged in the sales sector, Honda Motorcycles located at in city malang. Therefore PT. Tiara Megah Indah Jaya should be able to position themselves and compete in ways innovative marketing in order to compete with other companies in city malang to survive. It is important for the Company to implement the Public Relationagar Marketing strategy continues to provide a positive impact for the company, the purchase decision.

This research quantitative research with survey approach which tried to know how the influence of order advertisement to buyer's decision on Honda Motorcycle purchasing decisions. While the technique of gathered sample used accidental sampling, and the technique of gathered data by questionnaire and documentation method. To test instrument used validities test and reliabilities test. While to analysis data used double linier regency because variable which is used is more than two variable with F test and t test.

The results showed that the variables Publications (X1), Event (X2), Sponsorship (X3), Preaching (X5), Public Service Activity (X6), and Media Identity (X6), simultaneously significant effect on purchasing decisions Motorcycles Honda (Y) Obtained from the calculation of the F test $F_{2,016} \text{ count} > F_{\text{table } 1.960}$ with p value of $0.002 \leq 0.05$. Additionally Adjusted R Square value of 0.906, which means that the influence of independent variables on the dependent variable is 90.6%. And t test is known that partial Publications, Events, Sponsorship, Preaching, Public Service Activity, Media Identity, has an influence on the dependent variable. While the news does not significantly hamper the calculation of t. Publication variables (X1) for $2,868 < t_{\text{table } 1.960}$, Event (X2) has a $2,957 < t_{\text{table } 1.960}$, and Sponsorship (X3) has a $2,753 < t_{\text{table } 1.960}$. Preaching (X5), has a $2,205 < t_{\text{table } 1.960}$, Public Service Activity (X6), has a $2,994 < t_{\text{table } 1.960}$, Public Service Activity (X6), has a $2,934 < t_{\text{table } 1.960}$, the most dominant variable Sponsorship influence is variable (X3), amounting to 35.04%, then the variable Public Service Activities (X5) is 30.14% then the Event variables (X2) of 31.80%, then the variable Publications (X1) of 29.59% , then the variable Media Identity (X6) of 28.09%, and variable Coverage (X4) of 27.98%.