ABSTRACT


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The automotive industry rapid development in Indonesia has made the level of competition becomes tight, especially in the automobile industry. The sole agent (ATPM) continue to push the car to improve the competitiveness of their products. This is evident from the diverse array of brands and types of cars entering the Indonesian market, a result consumers are increasingly selective in choosing a product to be purchased. One alternative is to face the competition by implementing Integrated Marketing Communication in marketing activities.

This study used a descriptive quantitative method, which examines the influence of Integrated Marketing Communication and influence the purchasing decision variables Ads ($X_1$), Personal Selling ($X_2$), Sales Promotion ($X_3$) Direct Sales ($X_4$), Public Relations ($X_5$), Word of Mouth ($X_6$), the purchasing decision ($Y$). In this study population is used as a sample of consumers who have a Toyota Avanza in Lamongan city, while the data used in this study was a questionnaire data were given on August 8 to 22 by 2014.

The results showed that the influence of Integrated Marketing Communication at Toyota Avanza is very influential on purchasing decisions. The biggest contribution that influence purchasing decisions Car Toyota Avanza is given by word of mouth,. Based on the results of the regression analysis showed that the variables Ads ($X_1$), Personal Selling ($X_2$), Sales Promotion ($X_3$) Direct Sales ($X_4$), Public Relations ($X_5$), Word of Mouth ($X_6$) influence on purchase decisions ($Y$) in the Car Toyota Avanza in the town of Lamongan either partially or simultaneously. And determinant coefficient (adjusted R square) of 0.917 or 91.7%.