

Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Produk Makanan Pada Restoran “C’Bezt Friedchicken” Di Jalan Kalimantan Jember

Yanuar Ayukusumaningtyas
Program Studi Manajemen Agroindustri
Jurusan Manajemen Agribisnis

ABSTRACT

Location of this research in Restaurant C’Bezt Friedchicken at Kalimantan Street, Jember. Population in this research are all consumers Restaurant C’Bezt Friedchicken. Sample in this research is consumers who consume chicken packages in Restaurant C’Bezt Friedchicken many as 50 respondents. The sampling technique used is incidental sampling technique. The analysis technique used in this research is multiple linear regression with SPSS 16.0 for windows . From the test results it can be concluded that : (1) Sales promotion significantly influence purchasing decisions. (2) Word of mouth does not significantly influence the purchasing decision. (3) Publicity does not significantly influence the purchasing decision. (4) Direct marketing significantly influence purchasing decisions.(5) Direct marketing is the most dominant variable that influence the purchasing decision. While word of mouth is the weakest variable that affect the purchasing decision. (6) F test results showed that four independent variables namely sales promotion, word of mouth, publicity and direct marketing simultaneously significantly influence purchasing decisions. (7) Testing adjusted R square is concluded that the food product purchasing decisions in Restaurant C’Bezt Friedchicken at Kalimantan Street Jember influenced by sales promotion, word of mouth information, publicity and direct marketing amounted to 63.9 % while the remaining 36.1 % influenced by advertising, personal selling and public relations

Keywords : Sales Promotion, Word of Mouth, Publicity, Direct Marketing, Purchasing Decisions