

ABSTRACT

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THE INFLUENCE OF PROMOTION STRATEGY TOWARDS CUSTOMER PURCHASING DECISION: MATAHARI DEPARTMENT STORE MEDAN FAIR

(xv+55 pages; 10 figures; 10 tables; 4 appendices)

Nowadays, there are so many brands that keep on emerging, which makes it quite tricky for those existing ones to survive. Matahari Department Store has been known as the only leading department store in Indonesia, as well as in Medan. However, as the years go by, there are some competitors coming, Matahari is still able to keep their customers coming back.

Marketing is such a vital aspect in any businesses. Marketing is very important as it usually effects the sales of the product. With the right marketing method and tools, companies and brands will be able to obtain the results they expected. Marketing consists of many types and one of the most commonly used ones is the promotion marketing method.

The main purpose of this research is basically to identify the importance of promotions in Matahari Department Store and the affect that it may caused to the customer purchase decisions. The research was conducted by using interview and questionnaires methods, then analyzed with a quantitative method. The population used is 120 correspondents, which resulting the sample to be only 92.

The data obtained, was put into several tests before it gets analysed. Those data are proven to be reliable, normal and valid. From the data obtained, it can be concluded that promotion strategy does effect the purchasing power in Matahari Department Store Medan Fair. Despite the influences is known to be low, it plays

an important role in effecting the sales number, which is why Matahari Department Store needs to focus more in developing more promotions method in the upcoming time in order to boost more customer power of purchasing.

Keywords: Purchasing Decision, Marketing Mix, Promotions Strategy.

References:



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(xv+55 halaman; 10 figur; 10 tabel; 4 lampiran)

Saat ini, ada begitu banyak merek yang terus bermunculan, yang membuat merek lama kesulitan bertahan dalam berbisnis. Matahari Department Store dikenal sebagai salah satu Departement store ketertua di Indonesia termasuk di Medan. Namun, seiring berjalannya waktu, mulai banyak pesaing baru bermunculan. Tapi Matahari Department Store masih bisa membuat pelanggan mereka terus kembali untuk terus berbelanja dan masih terus bertahan dalam dunia berbisnis.

Bidang Pemasaran adalah aspek vital dalam bisnis apapun, Pemasaran sangat penting karena biasanya mempengaruhi penjualan produk. Dengan metode dan alat pemasaran yang tepat, Perusahaan dan pembisnis dapat memperoleh hasil yang mereka harapkan. Pemasaran terdiri dari banyak jenis dan salah satu yang paling umum digunakan adalah metode pemasaran promosi.

Tujuan utama dari penelitian ini pada dasarnya adalah untuk mengidentifikasi pentingnya promosi di Matahari Department Store dan dampaknya terhadap keputusan pembelian pelanggan. Penelitian ini dilakukan dengan metode wawancara dan kuesioner kemudian dianalisis menggunakan

metode kuantitatif. Populasi yang digunakan 120 Koresponden yang menghasilkan 92 sampel.

Data yang diperoleh, dimasukkan ke dalam beberapa tes sebelum dianalisis. Jika data tersebut terbukti andal, normal, dan valid. Maka dapat disimpulkan bahwa strategi promosi tidak mempengaruhi daya beli di Matahari Departement Store Medan Fair. Meskipun dari hasil analisis pengaruhnya rendah, ia memiliki peran penting dalam mempengaruhi jumlah penjualan. Itulah sebabnya Matahari Departement Store perlu lebih fokus dalam mengembangkan lebih banyak metode promosi di masa mendatang untuk meningkatkan daya beli pelanggan.

Keywords: Purchasing Decision, Marketing Mix, Promotions Strategy.

Referensi:

