

ABSTRACT

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THE INFLUENCE OF DISCOUNT, LIFESTYLE, RELATIONSHIP MARKETING, AND PROMOTION TOWARDS PURCHASE MOTIVATION AND CUSTOMER PURCHASE DECISION AT PT DELTAMAS SURYA INDAH MULIA

(xx+ 170 pages, 12 figures, 52 tables, 5 appendices)

Toyota still become the brand that dominates market despite lots of competitor brands circulating in Indonesia. Even though this advantages PT Deltamas Surya Indah Mulia, they still need to compete with a total of 12 other Toyota authorized dealers located in Medan. Due to intense competition, PT Deltamas should be able to keep their company as the top choice of customers, by improving customer motivation to finally purchase their product (Toyota cars).

The purpose of this study is to determine the influence of Discount, Lifestyle, Relationship Marketing, and Promotion on Customer Purchase Decision and Purchase Motivation at PT Deltamas Surya Indah Mulia. This study is descriptive research and utilized the quantitative methods using Structural Equation Model (SEM) as the processing data method with the AMOS program. Data was collected through questionnaires distribution to 125 respondents with the characteristics of male and female respondents, age range from 18-60 years, domiciled in Medan, and have purchased a new car with Deltamas minimum once in the last six months.

The result of this research shows that Discount, Lifestyle, Relationship Marketing, and Promotion have a partial influence on Purchase Motivation; and Purchase Motivation has a partial influence on Customer Purchase Decision. Deltamas is suggested to allocate their discount portion and time effectively, create contents that suit modern and conservative lifestyles, enhance employee skills, active on social media, and keep on updating automotive knowledge.

Keywords: Discount, Lifestyle, Relationship Marketing, Promotion, Purchase Motivation, Customer Purchase Decision

References: 113 (2002 – 2023)

ABSTRAK

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PENGARUH DISKON, GAYA HIDUP, RELATIONSHIP MARKETING, DAN PROMOSI TERHADAP MOTIVASI PEMBELIAN DAN KEPUTUSAN PEMBELIAN PELANGGAN PADA PT DELTAMAS SURYA INDAH MULIA

(xx+ 170 halaman, 12 gambar, 52 tabel, 5 lampiran)

Walaupun terdapat banyak brand kompetitor, Toyota masih menjadi merek mobil yang mendominasi pasar di Indonesia. Meskipun begitu, PT Deltamas Surya masih harus berkompetisi dengan 12 dealer resmi Toyota lainnya di Medan. Karena ketatnya persaingan, PT Deltamas harus mampu mempertahankan perusahaannya sebagai pilihan utama pelanggan, dengan meningkatkan motivasi pelanggan hingga akhirnya membeli produknya (mobil Toyota).

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Diskon, Gaya Hidup, Relationship Marketing, dan Promosi terhadap Motivasi Pembelian dan Keputusan Pembelian Pelanggan pada PT Deltamas Surya Indah Mulia. Penelitian ini merupakan penelitian deskriptif, dengan menggunakan metode kuantitatif dan pengolahan datanya menggunakan Structural Equation Model melalui program AMOS. Pengumpulan data dilakukan dengan mendistribusikan kuesioner kepada 125 responden dengan karakteristik responden pria dan Wanita berusia 18-60 tahun, berdomisili di Medan, dan pernah membeli minimal 1 mobil baru dalam enam bulan terakhir dengan Deltamas.

Hasil penelitian ini menunjukkan bahwa Diskon, Gaya, Relationship Marketing, Promosi memiliki hubungan parsial terhadap motivasi pembelian, dan Motivasi Pembelian memiliki hubungan parsial terhadap keputusan pembelian pelanggan. Deltamas disarankan untuk mengalokasikan porsi dan waktu diskon secara efektif, membuat konten yang sesuai dengan gaya hidup modern dan konservatif, meningkatkan keterampilan karyawan, aktif di media sosial, dan terus mengupdate pengetahuan otomotif.

Kata kunci: Diskon, Gaya Hidup, Relationship Marketing, Promosi, Motivasi Pembelian, Keputusan Pembelian Pelanggan

Referensi: 113 (2002 – 2023)