

ABSTRACT

FEBBY WILIAM

03011210091

THE EFFECT OF PROMOTION, TRUST, AND TIMELINESS OF DELIVERY ON THE DECISION TO PURCHASE AT PT BENUA SAMUDERA KARGO IN NORTH SUMATRA, INDONESIA

(xv + 76 pages, 3 images, 31 tables, 9 appendix)

The success or failure of a business depends on expertise in marketing, finance and other fields that are managed effectively and efficiently. Various efforts that have been made by management have not been able to provide optimal results for the progress of the company, especially in terms of reaching new consumers starting from promotional strategies, trust and the need to pay attention to the timeliness of delivery so that every effort that has been made can increase purchasing decisions in the future.

Data collection was carried out by distributing questionnaires to respondents, namely customers who made purchases at PT Benua Samudera Kargo. The data was processed using validity analysis, reliability, classical assumption tests and multiple linear regression analysis. Measurements were made by distributing questionnaires to 30 respondents, which were then tested for validity and reliability. After that, it was distributed to 167 respondents and then analyzed.

The results of this study have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, promotion, trust and punctuality of delivery have a positive influence on purchasing decisions at PT Benua Samudera Kargo in North Sumatra, Indonesia., both partially and simultaneously. The magnitude of the determination coefficient is 70.8% and the remaining 29.2% can be explained by other variables such as brand image, service quality and location.

Keywords: Promotion, Trust and Punctuality of Delivery, Purchasing Decision

References: 34 (2020-2024)

ABSTRAK

FEBBY WILIAM

03011210091

***PENGARUH PROMOSI, KEPERCAYAAN, DAN KETEPTATAN WAKTU
PENGIRIMAN TERHADAP KEPUTUSAN PEMBELIAN PADA
PT BENUA SAMUDERA KARGO DI SUMATERA
UTARA, INDONESIA***

(xv + 76 halaman, 3 gambar, 31 tabel, 9 lampiran)

Keberhasilan atau kegagalan usaha tergantung pada keahlian di bidang pemasaran, keuangan dan bidang lainnya yang dikelola secara efektif dan efisien. Berbagai upaya yang telah dilakukan oleh manajemen belum mampu memberikan hasil yang optimal bagi kemajuan perusahaan, terutama dalam hal menjangkau konsumen baru mulai dari strategi promosi, kepercayaan dan perlunya memperhatikan ketepatan waktu pengiriman agar setiap upaya yang telah dilakukan dapat meningkatkan keputusan pembelian di masa yang akan datang.

Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden yaitu pelanggan yang melakukan pembelian di PT Benua Samudera Kargo. Data diolah dengan menggunakan analisis validitas, reliabilitas, uji asumsi klasik dan analisis regresi linear berganda. Pengukuran dilakukan dengan menyebarkan kuesioner kepada 30 orang responden, yang kemudian diuji validitas dan reliabilitasnya. Setelah itu baru dilakukan penyebaran kepada 167 orang responden dan kemudian dilakukan analisis.

Hasil penelitian ini telah memenuhi uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas. Berdasarkan uji hipotesis, promosi, kepercayaan dan ketepatan waktu pengiriman mempunyai pengaruh positif terhadap keputusan pembelian di PT Benua Samudera Kargo di Sumatera Utara, Indonesia., baik secara parsial maupun simultan. Besarnya koefisien determinasi sebesar 70,8% dan sisanya 29,2% dapat dijelaskan variabel lain seperti citra merek, kualitas layanan dan lokasi.

Kata Kunci: Promosi, Kepercayaan Dan Ketepatan Waktu Pengiriman, Keputusan Pembelian

Referensi: 34 (2020-2024)