

Agung Wijaya Sukmah, 11312032, *Advertising, Personal Selling, Sales Promotion Terhadap Keputusan Pembelian (Study Pada Pengguna Kartu Simpati Di Kecamatan Kebomas)*, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, November 2016

ABSTRAKSI

Penelitian ini bertujuan melakukan pengujian pengaruh *advertising, personal selling, sales promotion* terhadap keputusan pembelian (study pada pengguna kartu simpati di kecamatan kebomas). Kemudian dilakukan tinjauan pustaka dan penyusunan hipotesis, juga data yang diperoleh dari penyebaran kuesioner terhadap 100 masyarakat Kebomas yang pernah mrngunakan kartu simpati dengan menggunakan teknik *nonprobability sampling*. Pengujian dilakukan dengan menggunakan analisis regresi linier berganda. Hasil analisis memperlihatkan bahwa *advertising* berpengaruh terhadap keputusan pembelian, *sales promotion* berpengaruh terhadap keputusan pembelian , *personal selling* berpengaruh pada keputusan pembelian, pengujian uji f variabel *advertising, sales promotion, personal selling* secara simultan berpengaruh terhadap keputusan pembelian .

Kata kunci: *advertising, sales promotion, personal selling*, dan kartu simpati

Agung Wijaya Sukmah, 11312032, Advertising, Personal Selling, Sales Promotion Toward Purchase Decision (Study In Sympathy Card Users In Sub Kebomas), Management, Faculty of Economics, University of Muhammadiyah Gresik, November 2016

ABSTRACTION

This study aimed to test the influence of advertising, personal selling, sales promotion on purchase decisions (study on the sympathy card users in the district Kebomas). Then do a literature review and hypothesis formulation, as well as data obtained from questionnaires to 100 people Kebomas ever mrngunakan sympathy card by using the technique of sampling nonprobability. Tests carried out using multiple linear regression analysis. The results show that the advertising influence on purchase decisions, sales promotion influence on purchase decisions, personal selling influence on purchasing decisions, test test variable f advertising, sales promotion, personal selling simultaneously influence the purchase decision.

Keywords: advertising, sales promotion, personal selling, and simpati cards