

INTISARI

Alat dasar yang digunakan untuk menyelesaikan tujuan komunikasi perusahaan sering disebut sebagai bauran promosi. Bauran promosi memiliki beberapa variabel diantaranya iklan, promosi penjualan, *personal selling*, *public relations*, serta *direct* dan *online marketing*. *Purchase decision* merupakan keputusan pembelian konsumen terhadap suatu merek. Promosi dapat mempengaruhi keputusan pembelian konsumen terhadap suatu produk. Semakin baik bauran promosi yang dilakukan oleh Bukit Cimanggu City, semakin meningkat keputusan pembelian konsumen terhadap rumah yang ditawarkan oleh Bukit Cimanggu City.

Penelitian ini merupakan penelitian kuantitatif dengan menggunakan analisis regresi untuk menguji pengaruh bauran promosi terhadap keputusan pembelian konsumen. Sampel yang dibutuhkan adalah 100 orang dengan kriteria responden adalah konsumen yang membeli rumah maupun konsumen yang tinggal di Bukit Cimanggu City.

Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan sangat kuat antara bauran promosi (iklan, promosi penjualan, *personal selling*, *public relation*, serta *direct* dan *online marketing*) terhadap keputusan pembelian konsumen sebesar 0,836. Persamaan regresi dari bauran promosi terhadap keputusan pembelian adalah $Y = 1.079 + 0.326 X_1 + 0.225 X_2 + 0.083 X_3 + 0.327 X_4 + 0.185 X_5 + e$. Bauran promosi berpengaruh 69,9% terhadap keputusan pembelian konsumen.

Kata kunci: Bauran Promosi, Keputusan Pembelian, Analisis Regresi

ABSTRAC

Promotion mix is a basic aspect that is used to complete a company's communication purpose. It has some essential variables which are advertisement, selling promotion, personal selling, public relation, as well as direct and online marketing. Purchase decision is buyers' buying decision towards a certain brand. Promotion can affect a buyers' buying decision on one product. The better promotion mix that Bukit Cimanggu City does, the higher the buyers' buying decision towards the houses that are offered.

This research is a quantitative-based research that uses regression analysis to test the effect of promotion mix on buyers' buying decision. A hundred people with respondent criteria, which are consumers who live or have bought houses in Bukit Cimanggu City, are chosen to be the sample of this research.

The result of this research shows that there is a positive and very strong effect between in promotion mix (advertisement, selling promotion, personal selling, as well as direct and online marketing) towards buyers' buying decision is 0,836. A linear regression has an equation form $Y = 1.079 + 0.326 X_1 + 0.225 X_2 + 0.083 X_3 + 0.327 X_4 + 0.185 X_5 + e$. Promotion mix effect on purchase decision is 69,9%.

Keyword : Promotion Mix, Purchase decision, regression analysis.