

INTISARI

Penelitian ini bertujuan menganalisis pengaruh bauran promosi terhadap keputusan pembelian produk merek Kirin di Yogyakarta. Obyek penelitian ini adalah produk merek Kirin di Yogyakarta, dan subyek penelitian ialah pembeli produk merek Kirin. Data penelitian diperoleh melalui penyebaran angket kepada 110 orang pembeli dan pemakai produk merek Kirin Yogyakarta. Analisis data dilakukan dengan menggunakan model regresi linier berganda.

Hasil pengujian regresi menunjukkan *advertising* ($X_1=0,260$) berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kirin di Yogyakarta. *Personal selling* ($X_2 = 0,294$) berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kirin di Yogyakarta. *Event* ($X_3 = 0,221$) berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kirin di Yogyakarta. *Public relation* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Kirin di ($X_4 = 0,181$) Yogyakarta. *Advertising, personal selling, event* dan *public relation* secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian produk Kirin di Yogyakarta (*R square* yaitu 65,7%).

Kata kunci: *advertising, personal selling, event, public relation, keputusan pembelian*

ABSTRACS

This study aims to analyze the effect of the promotion mix on purchase decisions Kirin brand products in Yogyakarta. The object of this study is the Kirin brand products in Yogyakarta, and research subjects are buyers Kirin brand products. Data were obtained through questionnaires to 110 people spread buyers and users of Yogyakarta Kirin brand products. Data analysis was performed using multiple linear regression models.

The test results showed regression advertising ($X1 = 0.260$) and a significant positive effect on product purchasing decisions Kirin in Yogyakarta. Personal selling ($X2 = 0.294$) and a significant positive effect on product purchasing decisions Kirin in Yogyakarta. Event ($X3 = 0.221$) and a significant positive effect on product purchasing decisions Kirin in Yogyakarta. Public relations has positive and significant impact on product purchasing decisions Kirin ($X4 = 0.181$) Yogyakarta. Advertising, personal selling, public relations events and jointly have a significant effect on product purchasing decisions Kirin Yogyakarta (R square is 65.7%).

Keywords: personal selling advertising, events, public relations, purchasing decisions