

ABSTRACT

SYURYADI, Effect of Promotion Mix Strategy Against the Honda Brand Car Buying Decision on Forward Mobilindo Honda City (Under Guidance of M.J Tyra, SE,M.M.)

This thesis aims to find empirical evidence that the promotion mix strategies can influence purchasing decisions Honda cars in Honda Advanced Mobilindo Palembang city. This research is a kind of case study research, the sample in this study are all consumers who have made a purchase of Honda cars in the city of Palembang in 2009.2010, and 2011 are selected with nonprobability, purposive sampling method. The number of sample of 100 respondents from the 2009, 2010, 2011. The instrument used to collect data in this study is a questionnaire. This study proposed five hypotheses based on the results of research and testing hypotheses using multiple regression analysis showed that the promotional mix strategies impact the purchasing decisions of Honda cars in Honda Advanced Mobilindo in Palembang.

Keywords: Promotion Mix Strategy, Purchasing Decision.