

## ABSTRAK

Rimma Setia Rahimma Fitri, 1200424, “**Pengaruh Program Promosi Bisnis Ngorea Bistro dalam Upaya Meningkatkan Keputusan Pembelian**” dibawah bimbingan Agus Sudono,SE.,MM dan Reiza Miftah W. SST.Par,M,Sc.

Program promosi yang dilaksanakan Ngorea Bistro diantaranya adalah *advertising, sales promotion, direct marketing, personal selling, public relations, dan word of mouth*. Dari setiap program promosi tersebut memberikan pengaruh yang berbeda terhadap keputusan pembelian, oleh karena itu dinilai perlu untuk dilakukan penelitian. Tujuan dari penelitian ini adalah untuk memperoleh temuan mengenai pelaksanaan program promosi di Ngorea Bistro, serta program promosi yang paling dominan berpengaruh terhadap keputusan pembelian. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif, dengan teknik *nonprobability sampling insidental*, serta jumlah sampel 100 responden. Teknik analisis data yang digunakan adalah teknik regresi linear berganda dengan alat bantu software komputer SPSS 22 *for windows*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan penyebaran kuisioner. Temuan penelitian menunjukkan bahwa program promosi dengan sub-variabel *advertising (X1), sales promotion (X2), direct marketing (X3), personal selling (X4), public relations (X5), dan word of mouth (X6)* berpengaruh terhadap keputusan pembelian. Sub-variabel yang mendapat tanggapan tertinggi dari responden yaitu sub-variabel *direct marketing (X3)*, sementara program promosi yang memberi pengaruh tertinggi terhadap keputusan pembelian yaitu dari sub-variabel *advertising(X1)* dan *public relations(X5)*.

**Kata kunci: Keputusan pembelian, program promosi, Ngorea Bistro.**

## **ABSTRACT**

Rimma Setia Rahimma Fitri, 1200424, ***“The Influence of Promotion Program In Attemptto Rise The Purchase Decision at Ngorea Bistro Bandung”***, under guidance of Agus Sudono, SE., MM and Reiza Miftah W. SST.Par, M, Sc.

*Promotion programs that are done by Ngorea Bistro; advertising, sales promotion, direct marketing, personal selling, public relations, and word of mouth. The sale of each program provides a different influence on purchasing decisions, therefore it's considered necessary to do reserch. The purpose of this research are to findings regarding the implementation of promotional programs at Ngorea Bistro, and find out promotion programs the most dominant influence on purchasing decisions. Objects in the study are the consumers who staying at Ngorea Bistro. The methode of study is descriptive and verivicative, with nonprobability sampling insidental, and using 100 simple of respondents. Data analysis technique using multiple linear regression technique and using SPSS 22 for winsows. Data collection techniques by observation, interviews, and distributing questionnaires. The result of this study is indicate that promotion programs with sub variable advertising (X1), sales promotion (X2), direct marketing (X3), personal selling (X4), public relations (X5), and word of mouth (X6) are influence stay purchase decision. Sub-variable that gets the highest response is direct marketing (X3), while the promotional programs that give the highest influence on purchasing decisions are of advertising (X1) and public relations (X5).*

**Key word:** *Purchase decision, promotion programs, Ngorea Bistro.*