

ABSTRACT

In Indonesia there are several types of conventional transportation such as buses, taxis, public transportation, bajaj, and ojek. So far, conventional transportation in Indonesia are not all good and convenient for passengers or users of conventional transportation services. The existence of online transportation slightly override conventional transportation, because in this era of rapid technology, we can order transportation or vehicles that are safer, more comfortable and more affordable. Online transportation Grabcar sees this as an opportunity.

This study aims to find out how the sales promotion and buying decision process of Bandung grabcar, and find out how much the influence of sales promotion to the buying decision process of Bandung grabcar service either partially or simultaneously. Sales promotion consists of five sub-variables: product sample, price off, bonus package, contest and sweepstakes, and promotion via internet. While the buying decision process consists of five subvariables namely the introduction of needs, information search, alternative evaluation, buying decisions, and post-purchase behavior.

The population in this study is the students of Telkom University grabcar users, so the total population can not be determined, with the number of 100 respondents. This research will use quantitative method by using multiple linier regression analysis.

Based on the results of the study, respondents on sales promotion of Grabcar Bandung is in the category agreed with the presentation of 75.9%, as well as the response of respondents about the buying decision process in the category agreed with the presentation of 76.6%. While the influence of sales promotion to the buying decision process partially can be seen on product samples (X1) to the buying decision process (Y) is 17.7%, the influence of price off (X2) on the buying decision process (Y) is 10.8% the influence of bonus package (X3) on the buying decision process (Y) is 25.6%, the influence of contest and sweepstakes (X4) to the buying decision process (Y) is 16.1%, the influence of promotion via internet (X5) on the buying decision process (Y) of Bandung grabcar partially is 8.1%. While sales promotion simultaneously have a significant effect on buying decision process (Y) of grabcar service. Based on this research, the influence of sales promotion to the buying decision process simultaneously is 78.3%.

Keywords: Sales Promotion, Buying Decision Process.