

ABSTRACT

Indonesia's automotive industry rapid progressively, it is known that Indonesia's automotive sales 7,5% bigger than Thailand, and Indonesia's domestic sales growth 23,6% per years. Gaikindo Indonesia International Auto Show is automotive exhibition that organized by GAIKINDO every years. Tata Motors is one of the new exhibitors in GIIAS 2015, but Tata Motors can achieve number 4 rank and can compete with other competitors.

Tata Motors use sales promotion strategy when GIIAS be held. Sales promotion is a part of marketing mix. Sales promotion consist of several incentives such as, consumer promotion, trade promotion, business promotion.

This research using quantitative method, type of causal investigation, and descriptive analysis. Using sales promotion as independent variable with subvariable consumer promotion, trade promotion, and business promotion as x_1 , x_2 , and x_3 , and sales as dependent variable. Total respondents in this research is 183 respondents. The questionnaire has been tested of validity and reliability with 5% significant level and as many as 44 questions is valid and reliable.

Result of distributing questionnaire to 183 respondents has been tested with normality test, multikolinearity test, and heteroskedastisity test. The result of the tests questionnaire has normal distributing, not occur multikolinearity, there is no heteroskedastisity.

The research result showed that sales promotion has 15,2% effected sales, meanwhile result of t – test shown that consumer promotion has significant effect on sales, and trade promotion and business promotion does not has significant effect on Tata Motors sales.

KEYWORDS : *Marketing Mix; Sales Promotion; Sales; Tata Motors; GIIAS 2015.*