

ABSTRACT

Advertising media is filled with the rapid growth of the telecommunications industry which is an example of strict and high demand for information that is easily accessible by almost all circles of society. Smartphones are one of the fastest growing technologies. As a new player on mobile phones, Seeing the very high public response to Smartphone mobile devices is the background of OPPO Electronic Corp., Ltd. contributed to enliven the Smartphone market. This study aims to know how the promotion mix and purchase decisions on Oppo Smartphone products and how much influence the promotion mix of purchasing decisions on Oppo Smartphone products partially and simultaneously.

This research is done on Oppo Smartphone product using promotion mix as independent variable which is translated into five sub-variables namely Advertising, Sales promotion, Personal Selling, Public Relations, and Direct marketing. Then for the dependent variable on this purchase is a purchase decision.

This study is a quantitative study involving 385 respondents as a sample. The way of data collection is done by distributing questionnaires using five Likert-scale points. Statistical analysis technique that is done is descriptive analysis and multiple linear regression analysis for hypothesis testing by using SPSS for windows v.23 for data processing.

The results show that the promotion mix is in good categories and the purchase decision process is in the normal category. Partially promotion of Advertising, Sales Promotion, Public Relation and Direct Marketing have significant effect to purchasing decision, but Personal Selling has no effect to purchasing decision. Simultaneously promotion mix has a significant effect on purchasing decision. The result of coefficient determination test got 64,9% value of promotion mix to purchase decision while the rest 35,1% influenced by other factor which not in carefully in this research.

Based on the results of the research, the Oppo Smartphone product should improve Personal Selling and maintain Advertising, Sales Promotion, Public Relations and Direct Marketing.

Keywords: Promotional mix, Purchase Decision, Oppo Smartphone.