

ABSTRACT

Marketing communication is one marketing activity that seeks to disseminate information, influence, and or remind target markets of companies and products to be willing to accept, buy, and be loyal to products offered by producers.

The Yosi Motor showroom is faced with the challenge of increasing sales. The challenge is indirectly demanding Yosi Motor Showroom to develop their performance. The way companies do promotions is by doing advertisements. Yosi Motor showrooms do advertisements through brochures, pamphlets, or do advertisements in daily newspapers, and on the OLX marketplace, these efforts have not made consumers interested in the products offered by the Yosi Motor Showroom

The method of data collection in this study uses a questionnaire by spreading to 200 respondents who are consumers of the Yosi Motor Showroom. The data analysis technique used is multiple linear regression with hypothesis testing partially and simultaneously.

Keywords: advertising, price, purchase decision