

Pengaruh Bauran Promosi Terhadap Keputusan Mengambil Kredit Multiguna
Pada PT. Federal International Finance (FIF) Mojoagung

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *Advertising, Sales Promotion, personal selling* dan *Direct marketing* terhadap keputusan mengambil kredit Multiguna pada PT. *Federal International Finance* (FIF) Mojoagung. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi dan sampel adalah kredit Multiguna pada PT. *Federal International Finance* (FIF) Mojoagung yang berjumlah 135 orang, analisa data dengan menggunakan metode statistik regresi linier berganda dan pengujian hipotesis dengan uji t. Berdasarkan hasil penelitian menunjukkan bahwa *Advertising, Sales Promotion, Personal Selling, dan Direct marketing* dapat meningkatkan keputusan mengambil kredit Multiguna pada PT. *Federal International Finance* (FIF) Mojoagung

Kata Kunci: Advertising, Sales Promotion, Personal Selling, Direct marketing dan keputusan mengambil kredit

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ABSTRACT

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This study aims to determine and explain the influence of Advertising, Sales Promotion, personal selling and Direct marketing on the decision to take Multipurpose loans on PT. Federal International Finance (FIF) Mojoagung. Research uses explanatory research methods carried out through data collection in the field. The population and sample are Multipurpose loans on PT. Federal International Finance (FIF) Mojoagung amounting to 135 people, analyzing the data using multiple linear regression statistical methods and hypothesis testing with t test. Based on the results of the study show that Advertising, Promotion Sales, Personal Selling, and Direct marketing can increase the decision to take Multipurpose loans on PT. Federal International Finance (FIF) Mojoagung

Keywords: Advertising, Promotion Sales, Personal Selling, Direct marketing and decision to take credit