SUMMARY

ANDREAS SETYA NUGRAHA. Analysis of Promotion Effectiveness to Purchase Decision-Making of Retail Outlet for Liquid Milk PT. Frisian Flag Indonesia. Supervised by BUDI SUHARJO dan SAHARA.

Regarding the conditions and rapid growth for a retail store, then in an attempt to seize a very dynamic market, many companies are vying distribute, perform display or the display of products, providing a wide range of promotions such as discounts, bonuses, rental displays, giving the gift, and so that products sold at retail stores received by the end consumer. With the limited retail space for sale, if the products are purchased by the retail store turnover and profit earned more quickly influenced by the effective promotion provided by the company, it will make the retail stores greater confidence and will continue to receive the products offered by the producers, even the retail stores will certainly add to the amount of the order. The influence of retail store is very high, because the products available in the store will be accepted by consumers, one through a quote or reference a given store. Therefore, PT. Frisian Flag must understand, study the needs and desires of retail stores as well as satisfying for the company to become a winner in the market.

This study aims to identify the factors that necessitated the retail stores in the decision to buy liquid milk products and to analyze the factors that determine the effectiveness of the promotion of liquid milk products to retail stores. This research was conducted by using descriptive survey method and in-depth interviews using questionnaires. The sampling procedure with stratification technique where the population is divided into groups of strata and then take a sample from each group depending on the specified criteria. The sample in this study is a retail store that has become the company's customer base of 120 respondents, measured by turnover or size of the average purchase in six months, and as loyalty program participants.

The methods of analysis used in this research are the analysis of the correspondence, thurstone analysis, and the chi-square test. The analytical method used in this research is the analysis of the correspondence, Thurstone analysis, and analysis of the chi-square test. Correspondence analysis in this study is used to detect the proximity of a given brand with promotion. Thurstone analysis used in assessing the importance of this type of promotion. The attributes measured in order of priority and the desired level of importance of each respondent. Chi-Square test is a correlation test that aims to identify the relationship between variables.

Based on the analysis of the interest of the promotion of priority, it is known that five promotion selected by retail stores including discounts, loyalty programs, rental displays, billboards, black bonus (additional discount) and to promotional number one or highly prioritized by the retail store is discounted. Rebate is a reduction in the price of a product of the normal price within a certain period. Loyalty program is a bond program in a particular period given to the retail stores. Rental program is one satau display promotional support, where the retail stores are paid in a certain amount of money to get a space in the display of products.
Billboards is a type of promotion in the form of a billboard or signboard shop. Black bonus is additional discount within a certain period. Based on the analysis attributes necessitated by respondents in buying liquid dairy products of which there are five priority among the Image company, visit salesman routine in this case is a salesman who visited the store in accordance with the time of the visit including how salesman provides information, offers, checking the condition of the product, and many products are available in stores that can be recommended to the store to purchase the product. Margin product in this case is the difference between the product purchased by the retail store with products sold to consumers. Rapid withdrawal of defective goods as the fast service when found defective products or not worth selling. Ease of obtaining liquid milk products from salesman in this case is when the existing product retail stores will be depleted or even exhausted, can contact the retail store salesman. Product sales turnover in this case is a lot of products are sold.

Keywords: Chi-square test analysis, correspondence analysis, thurstone analysis, promotion, and retail.