

ABSTRACT

Effectiveness is an effort to do the job as a whole correctly (doing the right job), by utilizing all the potential of the company's resources effectively to achieve operational goals. The promotion mix is a combination of several strategies that are considered the best based on several variables that are really designed to achieve the company's goals in the field of sales.

This study aims to Identify Consumer Characteristics, Promotional Mix and Analyzing Promotion Effectiveness at Libra Motor Batusangkar Company. The type of data used is primary data obtained from distributing questionnaires, secondary data obtained from books, previous theses, theses, and information from the internet as well as internal data from the Batusangkar Libra Motor Company. This study uses descriptive analysis, EPIC Model, and Direct Rating Method with the help of SPSS version 25.0 software. The research sample is Libra Motor Batusangkar customers, with non-probability sampling technique, the method used is purposive sampling.

Research conclusion: The variable of promotion through advertising is in a fairly effective scale, which is 3.22. Direct Ads Rank Score is in a good position to promote at 69.52. Interactive Marketing is within a fairly effective scale range of 3.00. The Interactive Marketing Direct Rating score is well positioned at 78.84. Meanwhile, Sales Promotion was declared effective, namely 3.89. The direct assessment score of Sales Promotion through joint events and community promos is in a good promotion position, which is 73.56.

Keywords: Effectiveness, Promotional mix, consumer characteristics.