

ABSTRACT

Competition in today's business world is increasingly tight. It is also felt by businesses in the culinary field are required to have better promotion so as to give effect to the consumers to buy the products offered.

This study aims to research how much influence of the quality advertising, sales promotion, and personal selling by Bugs Cafe Semarang consumer buying decision. The population in this study are customer of bugs café semarang. The sample in this study were randomly conducted using non probability sampling technique and purposive sampling method. The analysis used in this study include test validity, test reliabilitas, classical assumption test, multiple liniear regression analysis, and hypothesis testing including t test, F test, and coefficient of determination (R^2).

From the regression analysis equation was obtained as follows, $Y = 0.289 X_1 + 0.402 X_2 + 0.217 X_3$ It means that all indeoendent variables, the advertising, sales promotion and personal selling have a positive influence on the dependent variable, buying decision. The independent variable is the most influential of the dependent variable is the variable advertising (0,289), followed by personal selling (0,402), and then sales promotion (0,217). And the coefficient of determination (adjusted R^2) is 0,522. This means that 52,2% buying decision is affected by variable advertising, sales promotion, and personal selling. While the remaining 47,8% is influenced by other variables that are not addressed in this study.

Key Word : buying decision, advertising, sales promotion, personal selling