

ABSTRAK

Nina Gusmala Delvi, 17101155310297, Manajemen (2021) “meningkatkan keputusan pembelian di masa pandemi melalui *expected value* dengan menganalisis *direct selling* dan *sales promotion* pada cv.dunia unggas ” dibawah bimbingan bapak **Emil Salim,S.E.,M.M** selaku pembimbing I dan bapak **Vicky Brama Kumbara, SE, Bba, MM** selaku pembimbing II.

Penelitian ini bertujuan untuk mengetahui hasil terkait “meningkatkan keputusan pembelian di masa pandemi melalui *expected value* dengan menganalisis *direct selling* dan *sales promotion* pada cv.dunia unggas”. Populasi dalam penelitian ini merupakan konsumen yang berada disumatera barat. Pengambilan sampel menggunakan teknik *Double sampling* yakni *Quota Sampling* dan *Purposive Sampling* dengan banyak sampel yaitu 60 responden. Metode pengumpulan data yaitu berupa kuisioner dan metode analisis regresi linear berganda dan uji hipotesis yaitu: uji t, uji f, dan R^2 dengan menggunakan alat bantu SPSS Versi 21.0.

Berdasarkan hasil penelitian secara parsial (uji t) menunjukkan bahwa Terdapat pengaruh yang signifikan ($0,042 < 0,05$) antara *direct selling* terhadap *expected value*, Terdapat pengaruh yang signifikan ($0,000 < 0,05$) antara *sales promotion* terhadap *expected value*, Terdapat pengaruh yang signifikan ($0,000 < 0,05$) antara *direct selling* dan *sales promotion* terhadap *expected value*, Terdapat pengaruh yang tidak signifikan ($0,100 < 0,05$) antara *direct selling* terhadap keputusan pembelian, Terdapat pengaruh yang signifikan ($0,000 < 0,05$) antara *sales promotion* terhadap keputusan pembelian, Terdapat pengaruh yang signifikan ($0,001 < 0,05$)

antara *expected value* terhadap keputusan pembelian, Terdapat pengaruh yang signifikan ($0,005 < 0,05$) antara *directselling* dan *sales promotion* terhadap keputusan pembelian dengan *expected value* sebagai variabel intervening, Pengaruh langsung *direct selling* (X1) lebih kecil dibandingkan dengan pengaruh tidak langsung *direct selling* (X2 melalui *expected value* (Z) terhadap keputusan pembelian(Y), Pengaruh langsung *sales promotion* (X1) lebih besar dibandingkan dengan pengaruh tidak langsung *sales promotion* (X2 melalui *expected value* (Z) terhadap keputusan pembelian(Y), Kontribusi variabel *direct selling*, *sales promotion* terhadap *expected value* berpengaruh sebesar 42,1% sisanya sebesar 57,9% dipengaruhi oleh variabel lain diluar penelitian ini, Kontribusi variabel *direct selling*, *sales promotion* terhadap keputusan pembelian mellaui *expected value* berpengaruh sebesar 60,6% sisanya sebesar 59,6% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci : Direct Selling, Sales Promotion, Expected Value, Keputusan Pembelian

ABSTRACT

Nina Gusmala Delvi, 17101155310297, Management (2021) "increasing purchasing decisions during the pandemic through the expected value by analyzing direct sales and sales promotions in cv. World of poultry" under the guidance of Mr. Emil Salim, SE, MM as supervisor I and Mr. Vicky Brama Kumbara, SE, Bba, MM as supervisor II.

This study aims to determine the results related to "improving purchasing decisions during the pandemic through expected value by analyzing direct selling and sales promotion in the world of poultry". The population

in this study are consumers who are in West Sumatra. Sampling using Double sampling technique namely Quota Sampling and Purposive Sampling with a large sample of 60 respondents. The data collection methods are questionnaires and multiple linear regression analysis methods and hypothesis testing, namely: t test, f test, and R2 using SPSS Version 21.0.

Based on the results of partial research (t test) shows that there is a significant effect ($0.042 < 0.05$) between direct selling on expected value, there is a significant effect ($0.000 < 0.05$) between sales promotion on expected value, there is a significant influence significant ($0.000 < 0.05$) between direct selling and sales promotion on expected value, there is an insignificant effect ($0.100 < 0.05$) between direct selling on purchasing decisions, there is a significant effect ($0.000 < 0.05$) between sales promotion on buying decision, There is a significant effect ($0.001 < 0.05$) between expected value on purchasing decisions, There is a significant effect

(0.005 < 0.05) between direct selling and sales promotion on purchasing decisions with expected value as an intervening variable, the direct effect of direct selling (X1) is smaller than with the indirect effect of direct selling (X2 through expected value (Z) on purchasing decisions (Y), The direct effect of sales promotion (X1) is greater than the indirect effect of sales promotion (X2 through expected value (Z) on purchasing decisions (Y), the contribution of direct selling variables, sales promotion to expected value has an effect of 42.1%, the remaining 57, 9% is influenced by other variables outside of this study, the contribution of direct selling, sales promotion variables to purchase decisions through expected value has an effect of 60.6%, the remaining 59.6% is influenced by other variables outside of this study.

Keywords: Direct Selling, Sales Promotion, Expected Value, Purchasing Decision