

Dampak dari variabel sales promotion dan variabel channel of distributions terhadap attitude toward brand dan purchase intention studi kasus dancow calcium plus = The effect of sales promotion variable premium sampling channel of distributions supermarket hypermarket variable to attitude toward brand and purchase intention dancow calcium plus case study

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Abstrak

Penelitian ini dilakukan untuk menganalisis Dampak dari Variabel Sales Promotion dan Variabel Channel of Distribution terhadap Attitude toward Brand dan Purchase Intention: Studi Kasus Dancow Calcium Plus. Variabel yang akan diuji dalam penelitian ini adalah sales promotion (Sampling dan premium) dan channel of distribution (supermarket dan hypermarket) terhadap Attitude toward Brand (sikap terhadap merek) dan Purchase Intention (minat membeli) Dancow Calcium Plus. Penelitian menggunakan metode field experiment dengan periode penelitian November & Desember 2013. Hasil penelitian menunjukkan sales promotion memberikan respon yang lebih positif melalui premium dan sampling terhadap sikap terhadap merek dan minat membeli di supermarket dan hypermarket.

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This research was intended to analyze the effects of Sales Promotion variable (sampling and premium) and Channel of Distribution (hypermarket and supermarket) variable, to Attitude toward Brand and Purchase Intention. Variables to be tested in this study are sales promotion (Sampling and Premium) and channel of distributions (hypermarket and supermarket), and attitude toward brand and purchase intention. This research using field experiments method. The study periods is November 2013. The results indicates that sales promotion give more positive impact through sampling and premium, on attitude toward brand and purchase intention, either in hypermarket or supermarket.