

Title of Thesis	The Effect of Sales Promotion to Purchasing Decision in 7-Eleven Rajamangala University of Technology Thanyaburi
Name	Ms. Nurrima Adlina Adzhani Gustaram
Program	International Business Administration
Advisor	Sarakul Sukortprommee, Ph.D.
Academic Year	2016

ABSTRACT

This study aims to study about sales promotion affecting to purchasing decision by consumers. In this research, the researcher use survey technique by create the questionnaire to customer interested in 7-eleven's promotion. This method will help researcher to measure the effectiveness sales promotion to customers will buy product in 7-eleven. The questionnaire was employed to survey 200 respondents who shopped at 7-eleven, this sample not select base on gender but include customer of both male and female who purchase product at 7-eleven and they from faculty of business administration and engineering in Rajamangala University of Technology Thanyaburi.

The finding showed that the majority of 7-eleven's customers are female which equal to 111 persons and male which equal to 89 persons. From faculty of business administration is 109 persons and from faculty of

engineering is 91 persons. From this research sales promotion affecting to purchasing decision, sales promotion in this research have 4 indicators. There are discount, buy one get one free, premium, and member card. From 4 indicators, discount more dominant influence to purchasing decision than the other indicators.

Keywords : sales promotion, purchasing decision, 7-eleven

ACKNOWLEDGEMENTS

So grateful to god Allah SWT and also Prophet Muhammad SAW because this research is finish. For this research paper tittle “The Effect of Sales Promotion to Purchasing Decision in 7-Eleven Rajamangala University of Technology Thanyaburi”. I have tried my best to do the project even if it’s hard but I got some spirit from closely people. So, I would like to say thank you to all those people who have been giving me any helpful, knowledge, guideline, and support me in everything.

1. Dr.Sarakul Sukortprommee as my advisor, who giving me a lot of knowledge and guideline to complete the project.
2. President of Rajamangala University of Technology Thanyaburi and all of lecturers in department of International Business Administration, faculty of Business Administration Rajamangala University of Technology Thanyaburi.
3. President of Bhayangkara University of Surabaya and all of lecturers in faculty of Economics Bhayangkara University of Surabaya.
4. BPKLN in Indonesia, who giving me scholarship for one year in Thailand.
5. All of family in Indonesia, specially my mother who always give me everything and also my little brother always support me.

6. Special thanks to Satria Dwi Pamungkas who give me criticism and suggestion for this research, also giving spirit and support.
7. All of my friends from Ubhara Surabaya and STIE Mandala Jember in prhasongkwan apartment, who always accompany since in Thailand.
8. All of my friends in Bhayangkara University of Surabaya, specially Management International class.
9. All of my friends in Thailand, who help me to translate the questionnaire to Thai language and spread the questionnaires.
10. All of my friends from Cambodia, who help me to spread and fill out the questionnaire.

I dedicated this research to my father in heaven, I believe he will proud that I have successfully to complete this research. I realizes that this ressearch is not perfect, I really appreciate if any opinion, criticism, or suggestion from readers. May this research be useful for further research.

Nurrima Adlina Adzhani Gustaram

TABLE OF CONTENTS

	Pages
Abstract.....	i
Acknowledgements.....	iii
Table of Contents.....	v
List of Tables	viii
List of Figures.....	x
 Chapter I : Introduction	
1.1 Background of Problem.....	1
1.2 Significance of the Study	7
1.3 Purpose of Study	7
1.4 Research Question and Hypothesis	8
1.5 Research Framework	8
1.6 Limitation of Study	10
1.7 Scope of Study	10
1.8 Contribution of Study	10
 Chapter II : Literature Review	
2.1 Previous Research	11
2.2 Theoretical Framework	13
2.2.1 Sales Promotion	13
2.2.1.1 Definition of Sales Promotion	13

2.2.1.2	The Purpose of Sales Promotion	15
2.2.1.3	Tools of Sales Promotion	17
2.2.1.4	Characteristics of Sales Promotion	19
2.2.1.6	Indicators of Sales Promotion	20
2.2.1.7	SWOT of Sales Promotion	21
2.2	Consumer Behavior	22
2.2.1	Black Box Model	24
2.3	Purchasing Decision	25
2.3.1	Purchasing Decision Process	26
2.4	The Relationship of Sales Promotion and Purchasing Decision	35
Chapter III : Research Methodology		
3.1	Research Design	36
3.2	Population and Sampling	36
3.3	Geographic Location	36
3.4	Data Gathering	37
3.5	Research Instrumentation	37
3.5.1	Dependent Variable	37
3.5.2	Independent Variable	38
3.6	Measurement	38
3.6.1	Pilot Test	38
3.6.2	Validity Test	39
3.6.3	Reliability Test	39

3.7 Model Analysis	40
3.7.1 Correlation Analysis	40
3.7.2 Multiple Linier Regression Analysis	40
3.7.3 Hypothesis Test	42
Chapter IV : Research Result	
4.1 The Result of Pilot Test	43
4.2 Analysis of Frequency	45
4.2.1 Respondent Description	45
4.2.2 Variable Description	46
4.1.2.1 Independent Variable	46
4.1.2.2 Dependent Variable	55
4.2 Data Analysis	62
4.2.1 Validity Test	62
4.2.2 Reliability Test	64
4.2.3 Correlation Analysis	65
4.2.4 Multiple Linier Regression	66
Chapter V : Conclusion and Discussion	
5.1 Conclusion	70
5.2 Discussion	73
5.2 Managerial Implication	75
5.4 Recommendation for Future Research	76
Bibliography	77
Appendix	80

LIST OF TABLES

	Pages
Table 2.1 : Black box model	25
Table 4.1 : Result Validity of Pilot Test	43
Table 4.2 : Gender.....	45
Table 4.3 : Faculty	45
Table 4.4 : Discount statement number 1	46
Table 4.5 : Discount statement number 2	47
Table 4.6 : Discount statement number 3	48
Table 4.7 : Buy one get one free statement number 1	49
Table 4.8 : Buy one get one free statement number 2	50
Table 4.9 : Buy one get one free statement number 3	51
Table 4.10 : Premium statement number 1	52
Table 4.11 : Premium statement number 2	53
Table 4.12 : Premium statement number 3	54
Table 4.13 : Member card statement number 1	55
Table 4.14 : Member card statement number 2	56
Table 4.15 : Member card statement number 3	57
Table 4.16 : Purchasing statement number 1	58
Table 4.17 : Purchasing statement number 2	59
Table 4.18 : Purchasing statement number 3	60
Table 4.19 : Purchasing statement number 4	61

Table 4.20 : Purchasing statement number 5	62
Table 4.21 : Result of validity test	63
Table 4.22 : Result of reliability test	65
Table 4.23 : Result of correlation test	65
Table 4.24 : Value of correlation test	66
Table 4.25 : Result of multiple linier regresion	67
Table 4.26 : Result of F test	69

LIST OF FIGURES

	Pages
Figure 1.1 : Conceptual framework	9
Figure 2.1 : The chart of purchasing decision process.....	27