

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh strategi promosi terhadap keputusan pembelian yang dimediasi oleh minat beli pada konsumen Matahari Department Store Tunjungan Plaza Surabaya.

Jenis penelitian ini adalah kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan metode *purposive sampling*. Pengumpulan data menggunakan kuesioner yang disebar melalui "google form" dengan sampel yang didapatkan sebanyak 100 responden. Teknik analisis data yang digunakan untuk mengetahui hipotesis dalam penelitian ini adalah analisis jalur (*path analysis*).

Hasil penelitian ini menunjukkan bahwa variabel strategi promosi berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen Matahari Department Store. Selanjutnya, variabel strategi promosi berpengaruh positif dan signifikan terhadap minat beli konsumen Matahari Department Store. Variabel minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen Matahari Department Store. Serta, terdapat pengaruh strategi promosi terhadap keputusan pembelian yang dimediasi oleh minat beli konsumen Matahari Department Store.

**Kata Kunci :** Strategi Promosi, Minat Beli, Keputusan Pembelian

## ABSTRACT

*This research aimed to analyze the effect of promotion strategy on the purchasing decisions which were mediated by consumers' buying intention at Matahari Department Store, Tunjungan Plaza Surabaya.*

*The research was quantitative. Moreover, the data collection technique used purposive sampling. The instrument of data collection technique used questionnaires, in which the questionnaires were distributed through a google form. In line with that, there were 100 respondents as the sample. Furthermore, the data analysis technique used path analysis which used to find out the hypothesis.*

*The result concluded that the promotion strategy had a positive and significant effect on the consumers' purchasing decisions at Matahari Department Store, Tunjungan Plaza Surabaya. Additionally, the promotion strategy had a positive and significant effect on the consumers' buying intention at Matahari Department, Tunjungan Plaza Surabaya. In addition, the buying intention had a significantly positive effect on the consumers' purchasing decisions at Matahari Department Store, Tunjungan Plaza Surabaya. Likely, there was an effect of the promotion strategy on purchasing decisions which were mediated by the consumers' buying intention at Matahari Department Store, Tunjungan Plaza Surabaya.*

*Keywords: promotion strategy, buying intention, purchasing decisions*