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ABSTRACT

Right now, Indonesian milk consumption still in very low point. Every year, Indonesian people only takes nine liters milk by average. Malaysian and the Philipines already take twenty. That means milk buying decision is very low point too. Milk producent have to keep selling price, quality, distribution and promotion program eventhough milk raw material price are significantly increase every year. Promotion cost also increases because of additional television station. Domestic and abroad competitor are also increasing as follower or as the first in the market.

The objective of this research is determining the influence of independent variable (price and promotion) of Prenagen Ibu hamil to dependent variable (buying decision).

Data gathering used survey to 100 respondens. To gain information, used double regretion analysis which is to know the influence of price and promotion buying decision. This analysis tested by T test n F Anova test.

The result of this research explains that price and promotion give significant influence to buying decisions. Based on this, PT Sanghiang Perkasa Kalbe Nutritionals needs to increase price and promotion control for their customer satisfaction..

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