

ABSTRACT

The rapid growth of distro or distribution outlet industry has become a shopping tourism attraction in Bandung since the late 1990's. UNKL347 as one of the distro industry pioneers has been one of the main attractions through its outlet which visited by many young-adult Bandungites and domestic tourists. Even so, the number of visitors in UNKL347 Flagship Store which offers UNKL347 branded products has been gradually declining since 2011, this research was done to the related aspects in order to increase the number of visitors through marketing communications among other programs done by UNKL347.

This research aims to know the influence of marketing communications through advertising, sales promotion, event & experience and interactive/internet marketing programs to consumer visiting decisions to UNKL347 Flagship store through multiple regressions model of path analysis method. This research was done to 100 UNKL347 Flagship Store visitor as respondents. This research shows that marketing communications programs has a significant influence to consumer visiting decisions. Interactive/internet marketing program has the most significant influence while event & experience program has the least and insignificant influence.

Keywords: marketing communications, consumer visiting decisions

ABSTRAK

Maraknya industri distro atau *distribution outlet* menjadi daya tarik wisata belanja pakaian di Bandung sejak akhir tahun 1990-an. UNKL347 sebagai salah satu pelopor industri distro menjadi salah satu daya tarik utama wisata belanja dengan outletnya yang banyak dikunjungi kalangan remaja-dewasa warga Bandung dan wisatawan domestik. Namun, pengunjung UNKL347 *Flagship Store* yang menjual produk-produk merek UNKL347 mengalami penurunan jumlah pengunjung sejak tahun 2011, penelitian ini dilakukan terhadap aspek-aspek terkait dalam upaya meningkatkan jumlah pengunjung diantaranya melalui program *marketing communications* yang dilakukan oleh UNKL347.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *marketing communication* melalui program *advertising, sales promotion, event & experience dan interactive/internet marketing* terhadap keputusan berkunjung ke UNKL347 *Flagship Store*. dengan metode analisis jalur (path analysis) model regresi berganda. Penelitian dilakukan terhadap 100 pengunjung UNKL347 *Flagship Store* sebagai responden. Hasil penelitian ini menunjukkan bahwa program-program *marketing communications* berpengaruh signifikan terhadap keputusan berkunjung. Program *interactive/internet marketing* berpengaruh paling besar sedangkan program *event & experience* ditemukan tidak berpengaruh secara signifikan.

Kata kunci: marketing communication, keputusan berkunjung