

ABSTRACT

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Title : Mass Marketing Strategy for the Purchase of Digoreng.Aja
Frozen Food

The case in this research is that in a trading activity, the goal is to achieve purchase from customers. Moving goods from producer to consumer, but sometimes these sales are not as maximal as the goals that have been set and end up not covering their operational costs. The purpose of this study is to determine the impact of Mass Marketing strategy. The method this research use is descriptive quantitative. Data collection process is carried out by observing the results from Google Form questionnaire. The population of this study are consumers who have a need for practical food, especially frozen food, the sample of this study are consumers who have the interest on Digoreng.Aja frozen food. The results of this research are that only Need, Price and Promotion variable have a positive and significant effect. While the most dominant variable is Promotion. Companies that provides frozen food are recommended to give extra attention to the variables on their marketing strategy and explore which elements (Need, Product, Price, Promotion & Brand) are most effective for their target consumers.

Keywords : Marketing, Mass Marketing, Marketing Strategy, Buying Decision, Purchase