

ABSTRACT

The development of increasingly advanced technology, many innovations in the transaction tool that aims to improve comfort in the deal is with e-Money. PT.Telekomunikasi Mobile is one of the companies that issued the money to launch digital services that can be used TCASH Telkomsel customers to make purchases and payments digitally using mobile phones in the Merchant logo TCASH.

This study intends to determine the implementation of sales promotion on purchase decisions using TCASH using quantitative research methods. The data analysis technique used is descriptive and simple linear regression.

Results obtained from this study is the result of the analysis of sales promotion variables of 79.02%, which means included in the category of Pretty Good on line continuum, then purchase decision variable analysis results of 81.3%, which means included in the category of Good on the line continuum and influence sales promotion on purchase decisions using TCASH amounted to 65.3%.

Keywords: Sales Promotion, Purchase Decision