

## ABSTRACT

With the increasing rapid development in the field of air transport and the more the heat of competition among providers of services are required to always perform the updates at the same time let alone in media sales promotions. Garuda Indonesia that use media promotion available to introduce promotional or product to be introduced to the public at large. Many ways that use Garuda Indonesia to introduce a promotion to consumers by way of doing a mix of promotion like Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. The way of the promotion mix is continuously performed so that consumers can see and are interested in doing the purchasing decision.

In this study the author uses the method of quantitative research using primary data with data collection techniques with detailed questionnaire to 100 people respondents. This research uses a measuring instrument with the scale likert and using simple linear regression method and using the test of normality, test validity, and test reabilitas. And use descriptive statistics in a serving.

Promotional mix after the authors examine when purchasing consumer against a decision in Garuda Indonesia, promotional Mix has a very weak influence of consumer purchases of 26.9% and the rest is influenced by other factors

KeyWords : Promotional mix,Purchase Dicions.

