

ABSTRACT

Rapid business growth forced the company to face stiff competition. One way that the company can do is to determine the right strategy in order to survive in the competitive and to improve profitability. At this time the motor transport industry increasingly widespread in Indonesia. Companies PT Yamaha Indonesia is one of the business entity that concentrates one of its business in the sector of road transport industry is the motor. As a private company certainly PT. Yamaha Indonesia present to benefit while providing satisfactory service for consumers. But not only PT. Yamaha itself is engaged in the transportation of this bike so this creates competition among companies engaged in this field.

This type of research is descriptive causal, with the aim to see the effect of promotion mix on purchasing decisions Yamaha Mio Ciwastra branch. The subject of research is the consumer that come Yamaha Dealer Ciwastra and the number of respondents is 100 people. Using simple regression analysis involving 2 scale, ie scale promotion mix and purchase decisions.

Based on the survey results revealed an overall Promotion Mix in the category of Very Good with a percentage of 90.27% while for Purchase Decision by 90.47%. The author can conclude that Influence Promotion Mix significantly influences Buying Decision against much as 48.0% and the remaining 52.0% is influenced by other factors.

Keywords: Promotion Mix, Purchase Decision