

ABSTRACT

Economic development and encourage information rate higher competition in the business world both manufacturing and services industries, including the cement industry. This competition requires every business to manage effective marketing strategies in developing and maintaining the existence of the market share. Implementation of the promotional mix do PT.Indocement Tungal producers gained a market share of 40% market share of cement in Indonesia.

This research aims to find how the promotion mix in cement three wheels in Bandung, how purchase decisions on cement three wheels in Bandung, how much influence the promotional mix to purchasing decision of semen tiga roda in Bandung simultaneously, how much influence the promotional mix towards purchasing decisions cement tiga roda in Bandung partially.

This type of research is quantitative research by using descriptive analysis and causality. The sampling in this research by distributing questionnaires to 100 respondents sampled by incidental sampling technique. Analysis of the data in this study using descriptive data analysis, classic assumption test, multiple linear regression analysis, and hypothesis testing.

The results of this study concluded that the promotion mix significantly influence purchasing decisions simultaneously at 38.6%. While advertising variables (X1), public relations (X3) and personal selling (X4) did not significantly influence the purchasing decision. While variable sales promotion (X2) significantly by 10.6% on purchasing decisions and direct marketing (X5) significantly by 14.6% on purchasing decisions.

Keywords : Promotion mix, purchase decision