

ABSTRACT

Companies must work hard to win the competition by creating and giving the most eminent value to consumers. One of these companies is PT Coca Cola Amatil Indonesia. Understanding consumer's characteristics and how those consumers decide in purchasing are the ways to keep the company's position. One way that is used by PT Coca Cola Indonesia is to launch off eminent product which is Coca Cola with a theme of "70 Nama Indonesia". This research is to review the influence of promotion mix to consumer's decision towards purchasing Coca Cola *Share A Coke* "70 Nama Indonesia" version in Bandung. This research was conducted to find how (big/efficient) the influence of promotion mix to consumer's decision on purchasing by simultant and partial. The research used two methods which are quantitative causal with data collecting techniques by distributing questionnaires to Bandung people who ever have consumed or have been consuming *Share a Coke* "70 Nama Indonesia". Sampling method used is *Nonprobability sampling* with the number of sample 385 respondents. The research result shows a high correlation between promotion mix variable (X) and purchasing decision (Y) with 0.788. This correlation indicates that the ability of promotion mix affects the purchasing decision of *Share a Coke* "70 Nama Indonesia" is 78.8% and the rest of 21.2% affected by another variable that is not mentioned by this research.

Keywords: *Promotion Mix, Purchasing Decision*