

ABSTRACT

Developments Fitness Center in the city is growing rapidly, the establishment of several fitness centers large scale are in locations positioned as a shopping center famous in the city, of course, this is directly proportional to the change in the lifestyle of the city who increasingly advanced and views healthy lifestyle is increasing. Helios Fitness is one of the business in the context of a health or fitness place with a lock symbol and key symbolizing the sun irradiation and fitness. Many ways are used Helios Fitness Metro Indah Mall Bandung is by doing Promotion Mix consists of Personal Selling, Advertising, Sales Promotion, Public Relations, Direct Marketing. How the promotion mix continues to do so that people can see and are interested in making purchasing decisions and use the services of Helios Fitness.

The purpose of this study was to determine how and how much influence the promotion mix on purchasing decisions in Helios Fitness Metro Indah Mall Bandung. This study used a sample of 100 respondents. This type of research is descriptive analysis with quantitative approach, the analysis used is simple linear regression. The sampling technique used in this study is nonprobability incidental sampling sampling method, using a tool SPSS 22:00.

These results indicate that the variable gain promotion mix percentage of 71.2% with both categories, while the purchasing decisions acquire a percentage of 63.83% with a category quite well. The amount of influence on the promotion mix variable purchasing decisions by 47.4%, while the remaining 52.6% is influenced by other variables not examined in this study.

Keywords: Promotion Mix, Purchase of Decision, Fitness Centre