

Abstract

In this era of increasingly dynamic era, there are many changes including in the field of business included in the company's property products are growing rapidly. One of them is Bandung Techno Park is a company engaged in the field teknologi and growing in the field of property product marketing. This study aims to describe in general the development of marketing in the field of property product business in increasing the interest of consumers to use property products in Bandung Techno Park.

The research method used with descriptive research type and quantitative data which use primary data and secondary data, which use primary data as main data used in research. Primary data used is questionnaires, by distributing questionnaires to 50 respondents who become samples with saturated sampling by using all the population to process the data.

Based on the results of research that has been done consumer perceptions of sales promotion of 85.38% which can be categorized good, while the variable purchase decision of 87.7% which can be categorized very well.

Keywords: Promotion Mix, Purchase Decision, Bandung Techno Park