

## **ABSTRACT**

*Weak purchasing power in Indonesia since early 2015 became a hot issue that ends make motorcycle sales climbed out of the charts since 2012 ago. In the first half of 2015, motorcycle sales in the country based on data from the Indonesian Motorcycle Industry Association (AISI) has decreased. National motorcycle sales in September fell 3.1% compared to the previous month. Honda's motorcycle sales also weakened although not as big as the weakening of the national market that equal to 1.3%. The objective of this research are to know about the promotion mix that have been done by PT. Cipulir Bengawan Megah Jaya, to know about consumer buying decision of Honda Beat at PT. Cipulir Bengawan Megah Jaya and to know about the effect of promotion mix to consumer buying decision.*

*Literature review for independent variable is based on Hermawan (2012:71-206) and dependent variable is based on Setiadi (2014:343). The hypothesis conclude is promotion mix effect consumer buying decision. The object of this research are advertising ( $X_1$ ), personal selling ( $X_2$ ), sales promotion ( $X_3$ ), public relation ( $X_4$ ), direct marketing ( $X_5$ ) and buying decision ( $Y$ ). Technique of data analysis are Method of Successive Interval (MSI), Product Moment for validity, Spearman Brown (Split half) for reliability and multiple regression.*

*The study concluded that advertising ( $X_1$ ), personal selling ( $X_2$ ), sales promotion ( $X_3$ ), public relations ( $X_4$ ) and direct marketing ( $X_5$ ), simultaneously have a significant effect on purchasing decisions ( $Y$ ) with the*

*The Effect of 43.5%, while partial, personal selling ( $X_2$ ), public relations ( $X_4$ ) and direct marketing ( $X_5$ ) has a positive and significant effect on purchasing decisions ( $Y$ ), while advertising ( $X_1$ ) and sales promotion ( $X_3$ ), has a positive effect but not significant on purchasing decisions*

*Key Word: promotion mix, buying decision.*