

## **ABSTRACT**

Economic and technological developments are increasingly sophisticated. This has an impact on the business world that is developing dramatically. The presence of many consumer demand led to the emergence of new companies in the same field, thus making competition increasingly tight among businessmen. PT Soka Cipta Niaga is one of the manufacturers of socks in Indonesia with the Soka trademark, to maintain the company's market share to promote products issued, with the existence of many variants and has been declared as a kosher socks owned by Soka to make consumers enter Soka socks in the product selection list. This study aims to determine whether there is an influence of the promotion mix on consumer purchasing decisions.

This research was conducted using a quantitative method with a Likert scale through a media questionnaire from the consumer population of Soka socks taken a sample of 100 respondents using insidental sampling technique. The data collection techniques used were observation media, questionnaires, and literature studies.

The results of this study amounted to 26.3% agreed that the promotional mix at PT Soka Cipta Niaga was able to influence consumer purchasing decision. The sampling technique used is nonprobability sampling and for processing data using SPSS 22 for Windows software.

**Keywords:** Promotion Mix, The Purchase Decision