

## ABSTRACT

Many destinations as “Theme park” make entrepreneurs and companies would make a strategy of promotion that is effective to attract visitors. One of them is Dunia Fantasi (Dufan). Dufan is a superior family recreation place that regularly conducts sales promotion activities. One of the promotions is ‘Dufan Spesial Bikers’. The purpose of this study is to find whether or not there was effect, as well as how much the effect of the sales promotion ‘Dufan Spesial Bikers’ towards purchasing decision of the people in the Jabodetabek. This study uses a quantitative method with a survey of 100 respondents who have used promotions ‘Dufan Spesial Bikers’. This study uses a simple linear regression analysis technique. The results of this study are simple regression of  $Y = 7.178 + 1.178X$ . In this study,  $h_0$  is rejected and  $h_1$  is accepted because  $t_{hitung} > t_{tabel}$  ( $13.804 > 1.66$ ) means that sales promotion is take effect toward purchasing decisions. And the effect of sales promotions on purchasing decisions is 66% while the other 34% is influenced by other factors not examined in this study.

*Key Words: Sales Promotion, Coupon, Purchasing Decision*