

## **ABSTRACT**

*This study aims to determine which order of the promotional mix has the most influence on purchasing decisions that need to be improved so that the business development of Masdayshoes Indonesia can tend to increase, be able to achieve predetermined targets, product brands can be better known among the public and can improve product purchasing decisions by using multiple linear regression analysis method, where new promotion as a variable X and purchasing decisions as a variable Y. In this study the number of samples taken was 31 respondents.*

*From the partial hypothesis test results, only the variable sales promotion (X2) has a significant influence on purchasing decisions (Y) Masdayshoes Indonesia. These results were obtained based on the significance value of sales promotion (X2), where (Sig value (X2) = 0.014 < 0.05) and t value of the sales promotion variable (t arithmetic (X2) = 2.642 > t table = 2.052). The advertising variable (X1) and the public relations variable (X3) are stated to have no effect on the purchasing decision (Y) of Masdayshoes Indonesia.*

*From the results of the simultaneous hypothesis test, the promotion mix significantly influenced the purchasing decisions of Masdayshoes Indonesia with a value of f arithmetic = 4.854 > f table = 2.947 and a significance level of 0.008 < 0.05. From the results of the coefficient of determination can be seen that the promotion mix has a value of 27.8%. The other 72.2% is influenced by other factors not examined in this study.*

*The order of improvement is based on priority values, it is known that the monetary dimension must be corrected first which is then followed by the improvement of the non-monetary dimension.*

*Keywords: Promotion Mix, Purchasing Decisions, Multiple Linear Regression Analysis*