

ABSTRACT

Transport is a means of supporting human activities everyday. But public transportation such as bus and minibus many judged unfit to operate because it's uncomfortable, then the current use of private transport in the form of the car more attractive. These opportunities are taken advantage of by some automotive manufacturer Toyota, one of the Toyota dealers is PT. Astra International, Tbk Auto 2000. Views from the unstable sales results can be seen how promotional mix, and berpengaruhnya against the purchasing decision. Researchers using the method descriptive quantitative approach to causal shaped and spread a questionnaire on 95 respondents. The results of this research assessed that influence purchase decisions against the promotion mix 19.1% and 80.9% more influenced by other factors. the value of the correlation coefficient i.e. 0.437 category is enough. It can be concluded that H_0 is rejected and the H_1 is accepted, which means there is a significant relationship between the promotional mix towards purchasing decisions.

Keywords: Promotion Mix, Purchase Decisions