

ABSTRACT

A company must be work hard to win the competition to create and provide superior value to consumers. This was done, in order for a company to maintain the company's image in the eyes of consumers. One company that can retain its image in the eyes of consumers is Domino's Pizza. Domino's Pizza a pizza brand that originated from Amerika. Domino's Pizza can attract consumer purchasing decisions by using some kind of promotional mix, one of them with a promotional program to "Tuesday and Thursday Save" . However, only that promotion is more intensified by Domino's Pizza, whereas Domino's Pizza has many kinds of promotions, so from my interviews from some Domino's Pizza customers, they only know promotions Tuesday and Thursday Save only and know less about other promotions Done Domino's Pizza. This research investigated the the impact of promotion mix toward purchase decisions of Domino's Pizza in Bandung City. The purpose of this research is to determine how much influence the promotion mix toward purchase decisions.

This research is quantitative research. The research method is descriptive analysis method causal. The data collection technique was a questionnaire distributed to the people of Bandung. The sampling technique is nonprobability sampling with a sample of 385 respondents. The data analysis technique is a simple linear regression analysis.

Based on the results, it can be concluded that the Promotion Mix positively influence towards buying decision Domino's Pizza in Bandung City. It can be seen from the results of the $t > t_{table}$ ($16.484 > 1.649$) and the level of significance, $000 < 0.05$. Based on the calculation coefficient of determination (R^2) can be determined the magnitude of the effect of variable Promotion Mix (X) toward the decision of Purchase (Y) amounted to 41.5%. While the remaining 58.5% is influenced by other factors not examined in this research.

Based on the research results, it can be concluded that the promotion mix is in good category. Domino's Pizza consumer purchase decision is in good category. The promotion mix influences the purchase decision of Domino's Pizza in Bandung.

Keywords : Marketing, Promotion Mix, Purchase Decision