

ABSTRACT

One obvious example of competition in the field of entertainment karaoke is rapidly increasing, forcing Inul Vizta to market their products with various strategies to maximize sales, one way to do sales promotions. This research is compiled to determine how much influence the purchasing decision of the Promotions at konsumen Inul Vizta PVJ Branch Bandung. The method used in this study is a kind of quantitative research data. And the sample using the Bernoulli formula for the number of population in this study is unknown. The analytical method used is the Simple Linear Regression Analysis. The analytical method used is Simple Linear Regression Analysis, based on the results of this research is that the Promotion belong to the category of percentage of good that persentase amounted to 73,77% while for the purchase decision states that the category of percentage Good where persentasae amounted to 76,41%. While the rest influenced by other factors that are not known by the author. It can be concluded that the promotion and Purchase Decision has the effect of 0,429 or 42,9% with the meaning of promotion has a significant influence on the purchase decision.

Keywords: Promotion, purchase decision