

ABSTRACT

A company has to work hard to win the competition by creating and giving a superior value to the consumers. Doing that is to make the company can maintain company's image in the eyes of their consumers. One of the companies who can maintain its image in the eyes of consumers is Dunkin' Donuts. Dunkin' Donuts is a donut brand which comes from America. Dunkin' Donuts can attract consumer buying decision by using several strategies, one of their strategies is a promotion program buy 6 get 6. However, such promotion raises Gap happens to the consumer, one consumer complaint against the buy 6 get 6. The promotion makes consumers feel disturbed because too often get sms campaign.

This research is reviewing about The influence of promotion mix to buying decision of Dunkin' Donuts Bandung. This research objectives for review how big the influence of promotion mix to buying decision partially.

This research includes a quantitative research. The research methods which is used are causal descriptive analysis method with data collection technique such as questionnaires distributed to Bandung Citizens. Sampling Technique which is used is Nonprobability sampling with the amount of sample 385 respondents. Data analysis technique which is used is simple linier regression analysis.

Based on the result of research, can be concluded that promotion mix influences positively to buying decision of Dunkin' Donuts Bandung. It can be seen from the result $t_{hitung} > t_{tabel}$ ($16,484 > 1,649$) and level of significance $,000 < 0,05$. Based on the calculation of the coefficient of determination result (R^2) can be known the big of the influences of Promotion Mix Variable (X) to buying decision (Y) is 41,5%. While the rest of 58,5% influenced by others factor that not examined in this research .

Key Words : Promotion Mix, Buying Decision.