

ABSTRACT

Transportation is the movement of people or goods from one place to another by using a vehicle driven by a human or machine. According to Aziz (2015: 3) Good transportation will play a central role in regional development especially in terms of accessibility. The understanding of accessibility itself is the ease and ability of a region or space to be accessed or reached directly or indirectly.

The research method used is quantitative by using descriptive and causal research. Information and data collected in this study include primary and secondary data. And sampling of 100 respondents in Bandung city with sample technique nonprobability sampling. The test of questionnaire validity was done by Pearson Product Moment test and reliability test with Cronbachs Alpha Technique, and multiple linear regression analysis.

Based on the results of research that has been done show that H0 rejected and H1 accepted, means promotion mix have a positive and significant effect on purchasing decision of train mode of Argo Jati train. The amount of influence of Promotion Mix to purchase decision is 51.2% while the remaining 48.8% influenced by other factors outside the promotion mix.

Keywords: Promotion Mix, Purchase Decision.