

ABSTRACT

PT. Pertamina is a state-owned company which has a monopolistic business activity of production and distribution of gas and fuel products. But the circumstances do not guarantee that the product of PT. Pertamina is marketed will reach the target market that has been determined. This is evidenced by one of the company's newly issued products namely Bright Gas. Therefore, companies need to improve promotin mix program to create customer purchasing decisions that can affect the company.

This study aims to determine the influence of promotion mix on purchasing decisions of Bright Gas products in Garut regency. There are four dimensions used in the promotion mix of advertising, sales promotion, personal selling, and public relations.

The research instrument used is questionnaire distributed to 100 respondents with sampling method is non-probability sampling and incidental sampling technique. Furthermore, to collect data, this research uses descriptive analysis and multiple linear regression test.

The results of this study can be concluded that advertising, sales promotion, personal selling, and public relations partially influence the purchase decision of Bright Gas products in Garut regency. In addition to partially influence advertising, sales promotion, personal selling, and public relations also affect simultaneously (together) on the decision to purchase Bright Gas products.

Customer purchase decision is very important for PT. Pertamina especially to their newest non-subsidized product that is Bright Gas. Therefore, Pertamina needs to further improve the promotional mix program given to LPG users in order to achieve the expected sales target.

Keywords: Brigt Gas, Promotion Mix and Purchase Decision.