

ABSTRACT

Expert Course is a special tutoring for students located primarily in Bandung, founded in 2014 as a start-up under the auspices of PT. Bandung Techno Park. PT. Bandung Techno Park was established under the auspices of Telkom University which was also initiated by the Telkom Education Foundation. Expert Course is a special tutoring for students with course materials for the Faculty of Engineering and the Faculty of Economics and Business. Expert Course has not maximized its promotional mix, since the beginning of the Expert Course to date, the number of applicants has decreased every period of student registration to take tutoring. This is due to the lack of incessant promotion of several promotional tools such as sales promotion and public relations, so that sales do not increase significantly and the promotions that have been carried out are less effective and efficient in increasing sales. In addition, there are several factors that influence purchasing decisions, namely the registration price which is quite expensive and the competitor tutoring at a lower price.

This type of research is quantitative research, the analysis technique and data we do is simple linear regression, with 100 respondents who know and have used tutoring services from the Expert Course.

Based on the questionnaire that has been distributed by the researcher, the respondent's response to the Promotion Mix applied by the Expert Course is 67%, which is in the correct category, while for the respondent's response the Purchase Decision has a value of 73% which means that it is in a high category when viewed by the continuum line.

The results of this study are the influence of Promotion Mix on Purchase Decisions on the Expert Course with the results of simple linear regression analysis with the equation $Y = 10.049 + 0.629X$ and a significance <0.05 , which is 0.0, so it can be seen that Promotion Mix has an effect to the Purchase Decision, and the Promotion Mix contribution is 76.2%, of which 23.8% is influenced by other factors that authors do not research such as Product Attribute.

Keywords: Promotion Mix, Purchase Decision