

## **ABSTRACT**

*This research aims to test the effect of price and promotion mix to purchasing decision process for Honda Jazz in Palembang. Sample used in this research is 100 users of Honda Jazz product in Palembang using the method purposive sampling. Base on managed and processed data, it is acknowledge that the sig value of  $X_1$  variable which is price =  $0,00 < 0,05$ , it means  $H_1$  accepted and there are positive and significant influence between price and purchasing decision process. The sig value of  $X_2$  variable which is promotion mix =  $0,00 < 0,05$ , it means  $H_2$  accepted and there are positive and significant influence between promotion mix and purchasing decision process. Data used are the primary data and the secondary data. Data is gathered using questionnaire and the hypothesis approval is analyzed using double linear regression with the help of SPSS 17 software. The result of this research shows that price and promotion mix has a positive effect on purchasing decision process.*

***Keywords : price, promotion mix, purchasing decision process***