

ABSTRACT

This study aims to analyze the marketing mix analysis which influence purchasing decisions on Helm KYT Romeo in Palembang. Independent variable in this study is the product, price, place and promotion. While the variable is dependentnya purchase decision. Samples taken in this study is 100 respondents who use KYT helmet Romeo which were selected using purposive sampling to establish certain criteria such as age and people who bought the helmet KYT Romeo in Palembang. The results of this study indicate that the variable product, price, and promotion indicates significance value <0.05 can significantly influence the decision. Meanwhile, place the variable does not affect significantly the value > 0.05 .

Keywords: Product, Price, Place, Promotion, Purchase Decision.