

ABSTRACT

This study aimed to examine the effect of price and Promotion Mix the product purchase decision process Card Telkomsel SIM card in Palembang. The population in this study is the Cards The user has seen an ad or use Telkomsel Telkomsel Operator Card products. The sample in this study must be at least 17 years old and never saw an ad or use Telkomsel Telkomsel Operator Card products. Sample of 100 respondents. The sampling technique used in this research is purposive sampling. With analysis tools that use validity, reliability test, classic assumption test, hypothesis testing using multiple linear regression, F test and regression T. Test results showed that the adjusted R-square of 46% which means that there is influence between Price and Mix promotion of the purchase decision process Card Telkomsel SIM card by 46%, while the rest of 54% influenced by other variables not examined.

Keywords: Pricing, Promotion Mix , purchase decision process