

ABSTRACT

This study aims to determine the effect of the analysis of the promotional mix and brand image to the purchase decision Samsung smarphone brand in the city of Palembang. This sample is the community in the city of Palembang by using purposive sampling method. Sample obtained was 100 respondents. Hypothesis testing using multiple regression analysis using the program SPSS version 20.0. The technique used in this research is the test of instrument, the classical assumption test and multiple linear regression analysis. The results showed that the promotional mix and brand image influence on purchase decisions.

Keyword : Promotional Mix, Brand Image, Purchase Decisions.