

ABSTRACT

This study aims to determine the effect of location and promotion on decisions to use Serayu Train service transportation (surveys on passenger of Serayu Train) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing of research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant influence between location and promotion of purchasing decisions. The magnitude of the effect of location and promotion on purchasing decisions simultaneously is 62.2% and the remaining 37.8% is influenced by other variables not examined. Partially the magnitude of the effect of location on purchasing decisions is 13.1% and the influence of promotion on purchasing decisions is 49.1%, so that it can be concluded that promotion has the most influence on purchasing decisions.

Keywords : Location, Promotion and Purchasing Decision