

ABSTRACT

Business development requires companies to have a competitive advantage in order to compete with their competitors. This adult consumer is more selective in making purchases as a fulfillment of their needs and desires. Therefore, it is more important for companies to implement marketing strategies that are oriented towards competitive advantage in order to attract potential markets and meet consumer needs for products. This research aims to find out how much promotion and service influence on purchasing decisions in Indomaret. The type of research used is quantitative explanatory research. The data processed is the result of the dissemination of questionnaires through google forms to consumers Indomaret Store. The data analysis technique used in this study is double linear regression analysis. Based on the results of data analysis that the promotional variables (X1) and service (X2) partially and simultaneously have a significant positive influence on purchasing decisions in Indomaret.

Keywords: *promotion, purchase decision, service*