

## ABSTRACT

The establishment of various types of restaurants in the city of Yogyakarta caused difficulties in determining consumer restaurant that can satisfy the tastes in the meal. The restaurant of Pondok Cabe through the promotion of sales (sales promotion) seeks to attract consumers with high levels of satisfaction or dissatisfaction that vary in evaluating a product in order to make purchasing decisions and become loyal customers Restaurant of Pondok Cabe. The formulation of the problem to be discussion in this study is "How does the effect a sales promotion to purchase decisions in Pondok Cabe Restaurant in Yogyakarta? And whether the promotion of sales significantly influence purchasing decisions at Pondok Cabe Restaurant in Yogyakarta ". The purpose of this study was to determine the effect of sales promotions on purchase decisions in Pondok Cabe Restaurant in Yogyakarta and to determine whether sales promotions have a significant effect on purchase decisions Restaurant of Pondok Cabe, Yogyakarta? This study used Peluru model. This type of research is quantitative and carry out research by distributing questionnaires. The population in this study were visitors Pondok Cabe Restaurant on the street of C. Simanjutak 41b with a sample of 98 respondents. Analytical techniques used are the product moment correlation analysis and multiple regression analysis. Testing the validity of using the t-test and a test of determination. The results expressed as the value of t hypothesis accepted significance  $p < 0.05$  ( $0.000 < 0.05$ ), meaning that there is significant influence between variable of sales promotion (samples, discounts or rebates and POP display) for a purchase decision. Theory used in this study proved and showed that the sales promotion (samples, discounts or rebates and POP display) produces a response in the form of a purchase decision. Among influence sales promotion (samples, discounts or rebates and POP displays) to influence the purchase decision is positive, which means that if there was an increase of sales promotion (samples, discounts or rebates and POP display), then the purchasing decision will also increase.

Key words: sales promotion, samples, discounts or rebates, POP displays, the purchase decision.