

## ABSTRACT

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In the world of marketing, promotion is an important element in increasing sales. Many ways which marketers do in making promotions to influence consumers to make purchases. One of them is by using the services of a sales promotion girl. The phenomenon of using the services of a sales promotion girl is increasingly widespread, it can be seen from many companies that use the services of a sales promotion girl as an instrument to promote their products. The Attractive appearance often invites the attention of visitors. Consumers who are interested in the sales promotion girl are triggered to make the purchase of a product. Moreover, if a sales promotion girl has a good communication skill, so it can serve as a medium for introducing a product. The purpose of this study are: To test whether sensual marketing of a sales promotion girl has an influence on purchasing decisions of Honda motorcycles in PT Lumenindo Gilang Cahaya Surabaya. To test the variables of sensual marketing of a sales promotion girl which have dominant influence on purchasing decisions of Honda motorcycles in PT Lumenindo Gilang Cahaya Surabaya.

The type of this research is explanatory research, namely a research to explain the causal relationship and hypothesis testing. This study uses a quantitative approach. The process begins with the theory and then by using deductive logic that is derived from the research hypotheses with measurement and operationalization of the concept, then an empirical generalization based on statistics. Analytical techniques used are: Test of validity and reliability, the classical assumption test, regression test, F test, t test

From the calculation of the F test can be known independent variables: performance, communication style, body language have significant effect simultaneously on purchasing decisions. The variable which has a dominant influence on purchasing decisions is communication style variable.