# ABSTRACT

*The research aims to determine and analyze the influence of promotion, service, motivation, profitability, accessibility, and product quality factors on the decision to become a member of the UMMAT BMT. This study uses primary data with data collection techniques using the questionnaire method to 100 respondents. The sampling technique using purposive sampling techniques and Slovin techniques for determining the number of samples. The method used is employing multiple linear regression. This result shows that, there are four independent variables that significantly influence the decision to become a member of the UMMAT BMT, such as promotion, motivation, profitability and product quality variables.*

***Keywords: Decision, Promotion, Motivation, Profitability, and Product Quality***