

ABSTRACT

With many brandlocal emerge, increasing competition apparel industry. Companies must improve strategies to survive and win the competition in the market, one of which is to conduct promotional activities. Promotional activities are divided into five, namely: Advertising, Sales Promotion, Personal Selling, Direct Marketing, Event and Experience, Public Relations and Publicity, Interactive Marketing, Word Of Mouth Marketing, promotional activities are among the factors of consumer purchasing decisions. Cottonink using promotional mix with activity Advertising, Public Relationship and Sales Promotion. The method used in this research is descriptive research, quantitative, and taken a sample of 100 respondents from consumer Cottonink using Probability Sampling. The results of this research to advertsing indicator is 74.38% and for Public Relationship: 77.81%, Sales Promotion: 82%. The average of the promotional mix do Cottonink based on 100 respondents was 78.06% and for the average value of the percentage of purchasing decisions by 77.47%. Promotion Mix Cottonink positive and significant impact on purchasing decisions Cottonink by 19.1% and the remaining 80.9% is influenced by other factors.

Keywords :Promotion Mix, purchase decision.