

ABSTRACT

With the rapid development of fashion resulted in the Company choose and apply various marketing strategies to compensate for changes in consumer behavior and aims to win the competition. To overcome this the company can use promotion strategy. Sealin Price can also affect consumer buying interest. Price is an element in the marketing mix that brings in profits for the company. In marketing strategy Elzatta often hold promotion to consumers. Promotion made in the form of inclusion of announcements through social media and print media such as installation of banners to inform about the existence of discounts.

In this study there are three variables: Promotion, Price and Purchase Decision. The sampling of the research was conducted using Non Probability Sampling method, with the sample number of 100 respondents. This study aims to determine how much influence the independent variable to the dependent variable.

The conclusion of this research is Promotion variables have average percentage of 81.25% this figure is obtained through 7 statements about Promotion variable, which means the position of Promotion variable is considered high. While the price variable has an average percentage of 81.25% this figure is obtained from the responses of respondents through 8 statements about the variable price, which means the position of the valued variable variable. Based on the result of R square test. This explains This explains 52.6% Purchase Decision is influenced by Promotion and Pricing while 47.4% is influenced by other factors. Other factors that may affect the Purchase Decision may be in terms of Product Quality and others provided by the company.

Keywords: Promotion, Price, Purchase Decision

