

ABSTRACT

In Indonesia, the advantage of used clothing traders reaches up to trillions because of the large number of used imported goods that enter the country. The desire of consumers who are looking for branded and quality clothing at low prices affects the number of used clothing markets. A good purchasing decision must be supported by the level of product marketing or consumers of other product offerings that are just as good, as this is influenced by promotions, store layout and prices, consumers will decide in purchasing their products.

This research was conducted at Brandablestuff. Brandablestuff is a shop that sells used sweaters / jackets with various well-known brands. This study aims to examine the "Effect of Promotion Mix, Visual Merchandising and Price on Purchasing Decisions on Brandablestuff"

This research uses quantitative methods with descriptive causality research. Sampling was carried out using a nonprobability sampling method with 100 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on descriptive analysis, the variable Promotion Mix, Visual Merchandising, Price and Purchase Decision variables are included in both categories. In accordance with the results of causality analysis that the Promotion Mix, Visual Merchandising and Price variables have a significant influence on the Purchase Decision variable. Based on the coefficient of determination obtained that Promotion Mix, Visual Merchandising and Price can influence consumer purchasing decisions by 69.4% and the remaining 30.6% is influenced by other factors not examined in this study.

Keywords: *Promotion Mix, Visual Merchandising, Price, Purchase Decision.*