

ABSTRACT

The rapid development of technology has greatly affects the activities and lifestyles of people from various groups, where almost all aspects of life have used technology. This rapid development happens because the benefits of technology in facilitating people's lives, for example handphones. Nowadays, handphones are even more considered as crucial items to be owned by everyone. This opens the opportunity for the community to open a business in the technology field. For instance, Sumbar Smartphone store, which is located in the Padang city, provides various kinds of technology products such as handphones, laptops and others. In order to achieve success in business, we surely must think about the factors that can affect the development of our business, for example the promotions we try and the prices offered. This study aims to determine how much influence the promotion and price of handphones products have on purchasing decisions by consumers at the Sumbar Smartphone Padang store.

This research uses quantitative method with descriptive research design. The population of this study is the visitors who buys products offline whose number is not known with certainty. The sampling technique used a non-probability technique of purposive sampling. Data was collected by using a questionnaire with the Likert scale as a measurement. The questionnaires were created and distributed online. The data analysis technique used in this research is multiple linear regression analysis and processed using SPSS 25 For Windows.

The results showed that all questionnaire items had valid results, while the results of the reliability test of promotion and price variabels were reliable (Cronbach Alpha > 0.6). Partially concluded that promotion and price have a positive effect on purchasing decisions with the results of the coefficient value on the promotion variabel, namely $8.270 > 1.984$ with sig. $0.000 < 0.05$ and the result of the coefficient value on the price variabel is $2.434 > 1.984$ with sig. $0.017 < 0.05$. Promotion and Price simultaneously affect the Purchase Decision by 42.9%, while the remaining 57.1% is influenced by other variabels that are not examined in this study.

Keywords: *Promotion, Price, Purchase Decision*