

ABSTRACT

Currently, the development of the business world continues to advance and experience changes, one of the industries with intense competition, namely the fashion industry. With so many innovative and quality fashion products, coupled with the large number of enthusiasts, business people in the fashion industry must continue to maintain their performance. One of the stores engaged in the fashion industry is Happiness_flannel which operates in the Gedebage market. In 2019 and 2020, Happiness_flannel experienced a decline in sales. Seeing this, an analysis is needed regarding things that have the potential to cause a decrease in sales, such as promotions and product variations. Therefore, this study aims to determine and analyze the influence of promotions and product variations on the purchase decision of flannel shirts at Happiness_flannel Gedebage Bandung store.

The population used in this study are all consumers who have purchased products at the Happiness_flannel store whose number is not known with certainty. Data collection was carried out for approximately two months using simple random sampling or probability sampling and collected as many as 104 respondents who participated in filling out the questionnaire.

The analysis technique used is descriptive analysis method and multiple linear regression analysis. The variables studied were Promotion (X1) and Product Variety (X2) as independent variables and Purchase Decision (Y) as the dependent variable. Based on the results of the descriptive analysis research, it shows that the Promotion variables, Product Variations and Purchase Decisions at the Happiness_flannel Gedebage Bandung store are included in the good category. The results of the regression analysis show that promotions and product variations have a partial and simultaneous effect on product purchasing decisions at the Happiness flannel store by giving an effect of 53% and the remaining 47% is influenced by other factors not examined.

Keywords: Promotion, Product Variation & Purchase Decision.