ABSTRACT

The Influence Of Brand Equity And Sales Promotion Of Customers Purchasing Decision On Shoes Shop Be Shoes Cibaduyut Bandung

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The research was conducted on consumers On Shoes Shop Be Shoes Cibaduyut Bandung. The phenomena is the growing needs of consumers one of them needs to shoes, many shoes products that bring quality competition. The *needs of the shoes on the present age continue to grow. And the product of a shoe being one who never experienced business sluggishness. A shoe made an increase in business competition occurs getting high. Marketing strategies used to attrac by using a strategy of sales promotion. which consists of discount , warranty , and display. But what happens in reality in consumers purchasing decisions On Shoes Shop Be Shoes Cibaduyut Bandung it tends to decrease. The purpose of this study was to determine how big the influence of brand equity and sales promotions on consumer purchasing decisions On Shoes Shop Be Shoes Cibaduyut Bandung .*

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is the consumers who buy products On Shoes Shop Be Shoes Cibaduyut Bandung, with a sample of 70 respondents. Statistical test used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the aid program SPSS 16.0 for windows applications.

The results of analyzes using multiple linear regression can be seen that brand equity variables have a positive effect on consumer purchase decisions On Shoes Shop Be Shoes Cibaduyut Bandung. Second, the variable sales promotion have a positive effect on the Shoes Shop Be Shoes Cibaduyut Bandung of consumer purchasing decisions. The analysis using the t test can be known brand equity, and sales promotion have a significant effect on consumer purchase decisions On Shoes Shop Be Shoes Cibaduyut Bandung. The analysis using the coefficient of determination of brand equity and sales promotion to simultaneously deliver a variable influence on consumer purchase decisions by 51,8% while the remaining 48.2% of the influence of other variables that are not investigated like a price, product quality, promotion etc.

Key words: brand equity, sales promotion, customers purchasing decision.