ABSTRACT

Roni Novian B.A " *The Influence Of The Execution Of Sales Promotions And Brand Image Of As Prime Card Purchasing Decisions (Survey On Consumers at the counter D1 Cell JL. Dipati Ukur Bandung)* under the guidance of Rizky Zulfikar S.E.,M,Si."

This research aims to determine the effect of the implementation of sales promotion and brand image on purchase decisions As prime card (on the consumer survey on the counter D1 Cell jl.Dipati Ukur Bandung). Research variables used in this thesis is the implementation of sales promotion, brand image and purchase decisions.

The method used is descriptive method with qualitative approach and verifikatif method with quantitative approach. Samples used in this research is the prime consumer card on the counter As D1 Cell Jl.Dipati Ukur Bandung, amounting to 89 respondents. Statistical testing techniques used were correlation analysis of Ganda, Multiple Linear Regression, Analysis of coefficient of determination, F test and t test, one side with $\alpha = 0.05$ and also using application of Statistical Product and Service Solution (SPSS) For Windows 20:00.a

Based on the results of research and discussion can be concluded that the implementation of sales promotion and brand image influence purchase decisions. This influence is expressed in a strong category, and the nature of the relationship is unidirectional, meaning that the more frequent implementation of sales promotion carried out and further enhanced the brand image of the purchasing decisions made by consumers are increasingly large, and vice versa. Influence the implementation of sales promotion and brand image on purchase decisions amounted to 93.188%, while the remaining amount of 6.812% are influenced by other factors.

Keywords : *Sales Promotions, Brand Image, Purchasing Decisions*