ABSTRACT

Ade Irman " Influence of store displaya and sales promotion against the purchase decision on the distro baby bones bandung ".
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Clothing needs of the community will be very large, it can be seen from the number of requests each year from the clothing. Every community has a consideration in choosing clothes that trend again today, because every society has different perceptions of clothing in his decision. The refore every company should know what type of clothing apparel which is again what the current trends.

The purpose of this study, among others, namely, (1) to determine the shape and arrangement of store displays images on baby bones distro in Bandung. (2) to find out how the shape of the distributions of sales promotion baby bones Bandung. (3) to find out how the idea of purchasing decisions on baby bones distro in Bandung. (4) to find out how much influence the arrangement of store displays and sales promotions on the purchase decision on the distro baby bones Bandung.

The method used in this research is descriptive research method and verifikatif with a sample of 82 people who are consumers who come to the distro baby bones, as well as using multiple linear regression analysis to mengethui mathematical models, analysis of product moment correlation (Pearson), to calculate the level of closeness relations of determination analysis to determine its influence. To facilitate the processing of data, the authors used the software SPSS for windows version 17.0.

The results dipeorleh that store displays and sales promotion have strong relationships and positive impact on purchasing decisions is the correlation ® of 0.264 while the magnitude of influence on the purchasing decision was 6.96% as measured using the coefficient of determination formula. Hypothesis testing results of calculations obtained t count that is smaller than t table (1279 <1.645) Ho received (X1) and there is significant influence between store displays with the direction of the buying decision a positive relationship. While hpotesis test for (X2) t count is smaller than t table (-0.915 <1.645) Ho accepted and there is the effect of sales promotions to influence purchasing decisions even lower. Thus the better form of structuring store displays and sales promotion, the decision of purchase will be higher.

Keywords: Purchase Decision, Sales Promotions, Store Display