ABSTRACT

Bandung Valentino Shop is a business engaged in various fashion models such as jackets, t-shirts, shirts, and others. Based on research in Valentino Shop Bandung, researchers found problems experienced by the company is not achieving the target that has been determined, due to lack of sales promotion and lack of promotion made by Valentino Shop Bandung.

The purpose of this study is to 1) to know the implementation of promotion in the Valentino Shop Bandung, 2) to know the condition of sales in the Valentino Shop Bandung, 3) find out how much influence the promotion of sales in the Valentino Shop Bandung, 4) to know the obstacles and efforts made in the implementation Bandung Valentino Store. The research method used is descriptive quantitative method. Data collection techniques used are field research in the form of non participant observation, structured interviews, and questionnaires to 11 respondents. For analysis of data used instrument validity test, instrument reliability test, hypothesis testing, correlation coefficient of X and Y, simple linear regression analysis, product moment pearson correlation and coefficient of determination analysis.

Based on the data obtained from the results of research, the coefficient of determination shows that the promotion contributed greatly to the increase in sales in the Valentino Shop Bandung amounted to 85.8%, while the remaining 14.2% influenced by other factors that are not identified.

Suggestions that can give researchers that Valentino Shop Bandung should do a good promotion strategy for online and offline in order to increase sales, in addition the company must recruit designers to design their products so that not the product is not monotonous and the company open vacancy acceptance of employees who are experts in the field technology and information for the implementation of online promotion. .