

ABSTRACT

Fashion growth at Bandung become one of the efforts increase self-confidence for people who use branded products, for example is shoes. Now days shoes has different types that can be uses as needed, such as casual shoes, or sneakers, and sport shoes. Today there are various brands of shoes, like Adidas, Nike, Vans and Converse. And until now each brand is still competing in attracting consumers.

The author wants to know more about some indicators that affect a person in choosing or determining the brand of shoes to be purchased. Purchase Decision become focus in this study and author takes the Promotion variable and Price to be a variable that may have an effect on the Purchase Decision. This study using the quantitative method, the method that uses numbers as a means of analysis. Population in this study is Management Students Faculty of Economics and Business Pasundan University Class 2013, in the determination of the sample in this research used Simple Random Sampling method so it can be seen that the sample of this study is 77 respondents who are Management Students Faculty of Economics and Business Pasundan University Class 2013.

The results if this study indicate that the measuring instrument used is valid and reliable. Promotion and Price have positive and significant influence to Purchase Decision simultaneously, that is equal to 72.3%. While partially Promotion effect on Purchase Decision equal to 22.5% and Price influence to Purchase Decision equal to 49.8%

Key Word : Promotion, Price, Purchase Decision, Adidas Shoes