# *ABSTRACT*

*Duckside Store Bandung is a company engaged in the fashion industry. Based on the results of the study, it is known that there are currently problems encountered, namely regarding consumer purchasing decisions that have not met company expectations. The problem is suspected because the promotion has not been carried out evenly to all prospective customers.*

*The purpose of the research was to find out the effect of promotion on consumer purchasing decisions at Duckside Store Bandung. The research method used is descriptive research method. Data collection techniques are carried out with decision research and field research in the form of interviews, observations, non-participants and sample questionnaires taken from 30 respondents who are Duckside Store Bandung consumers. At the stage of data analysis used test validity, reliability, simple linear regression, Spearman rank correlation coefficient, hypothesis testing and coefficient.*

*Based on the calculation, the correlation coefficient is obtained 0,863. This shows that the influence of promotion on consumer purchasing decisions in the fashion industry company Duckside Store Bandung tends to be strong, as seen from the coefficient of determination obtained by 74,48% while the rest of 25,52% is determined by other factors outside the research such as price , quality of goods and taste.*

*Duckside Store Bandung in the implementation of promotion experienced several obstacles, including: Many competitors make difficult to develop companies especially the occupied area is one of the similar trading centers to make consumers prefer products of famous companies.*

*Researcher's suggestion to discuss and develop the truth is Making shop decoration from unique to not carrying a picture too first in a standard sense with other competitors but by building differentiators to attract more consumers.*

***Keywords: Consumer Promotion and Decision Making***