

## **ABSTRACT**

*Various creative innovations have been developed in Bandung, one of which is a distribution store or better known as a distribution. Distro is one of the stores that sell clothing with a system of entrusting products from various brands in one shop, one of the distribution outlets and a research location, namely Dripsndrops Bandung. This study aims to determine the effect of product assortment and display on buying interest in Bandung Dripsndrops distributions simultaneously or partially. The research method used is descriptive and verification methods. Testing the research instruments used were validity and reliability tests. Data analysis methods used are multiple linear regression analysis, multiple correlation analysis and coefficient of determination. These results indicate that partially and simultaneously there is an influence between product assortment and display on buying interest. The magnitude of the effect of assortment and display on buying interest simultaneously is 69.5% and the rest is influenced by other variables not examined. Partially the product assortment has an effect of 49.1%, then the display variable has an effect of 20.4%. So the product assortment variable gives a higher influence on buying interest compared to display.*

**Keywords: Product Assortment, Display, Buying Interests**