

ABSTRACT

Distro Rotten Cianjur is one of the business engaged in fashion and produce several products including T-shirts and jeans. Based on preliminary research are the problems that costumers are less informed about the number of products, due to Rotten distributions do not do promotions through media other than print media. This is due to the limited advertising budget provided by Rotten distributions.

The method used is descriptive analysis method. Data collection techniques used are literature and field research, which includes non-participant observation, structured interviews and questionnaires. The data obtained were analyzed using linear regression analysis of the data, namely, Pearson product moment correlation, analysis of determination coefficient and hypothesis testing.

Results of Pearson correlation data processing obtained at 0, 768 means the execution of advertising with the purchase keputusan products have a very strong relationship and the coefficient of determination obtained for 76.8%, which means it has a significant influence between the variables of advertising with consumer purchasing decisions and the rest influenced by factors other unidentified-factor.

Obstacles faced by the purchasing power of consumers is still low compared to the price of products offered by Rotten distributions Cianjur, less routine promotion undertaken by Rotten Cianjur distributions so that consumers feel less interested in buying the product distributions Rotten.

The work done Distro Distro Rotten Rotten Cianjur strive to provide rebates in the form of discounts, especially on annually in order to capture the interest of consumers and to know more about the product distributions Rotten Cianjur, in promoting distributions Rotten strive harder in spreading the promotion of products which will Distro sold by Rotten Cianjur, so that consumers feel compelled to purchase the product distributions.

The suggestions can be given researchers are preferably Distro Rotten preferably in a marketing activities one of which must be communicated through advertising, set targets to be achieved by the deployment of advertising among the public as well as introducing the product by conducting various activities such as fairs and gave endorse the local bands so that consumers easily identify the product.

Keywords: Advertising and Purchasing Decisions Services