

## ABSTRACT

*Gurls Club is a business operating in the fashion sector. Based on the research that has been carried out, researchers found that there are problems in consumer purchasing interest. These problems are thought to be because the product design and color do not match consumer trends or tastes and product quality and prices are always compared with competitors.*

*The purpose of this research is to determine the influence of fashion product marketing strategies on consumer purchasing interest at the Gurls Club in Bandung City. The research method used is a quantitative research method. Primary data collection techniques were carried out using non-participant observation, structured interviews and distributing questionnaires given to Gurls Club consumers in Bandung City with a total of 98 respondents using the Slovin formula, while for secondary data through literature and internet studies. Data analysis techniques use validity and reliability tests, simple linear regression analysis, Spearman rank correlation, coefficient of determination and hypothesis testing.*

*Based on the data obtained from the research results, that there is a positive influence between Marketing Strategy on consumer buying interest at the Bandung City Gurls Club, and shows that the contribution or influence of Marketing Strategy on consumer buying interest at the Bandung City Gurls Club is 75% and the remainder 25% is influenced by other factors such as product quality, price and raw materials. The obstacles faced by the Gurls Club are in its implementation, namely the designs and colors available are only intended for teenagers and adults and the lack of promotion carried out by the Gurls Club.*

*Suggestions that researchers can convey are adding neutral and pastel product colors so that market segmentation can be for all groups and adding promotional media.*

***Keywords: Marketing strategy and Consumer buying interest***