

## ABSTRACT

*This research was conducted based on data on the increase in business types in the city of Bandung in 2020-2022 where fashion businesses , especially clothing, are increasing every year, the focus of this research is H&M fast fashion. Therefore, the researcher is interested in raising this research with the title The Influence of Price Perception, and Promotion, Consumer Satisfaction on the Purchase of Fast Fashion Products in the City of Bandung (a survey on consumers of H&M products). This study aims to find out how much influence price perception and promotion have on consumer satisfaction. Technique The research method used is a descriptive and verifiable method with the number of samples in this study as many as 100 respondents obtained from the population of H&M products in Bandung Mall PVJ, The data analysis method used is multiple liner regression analysis, multiple correlation and determination coefficient. The results of the study show that there is a positive and significant influence between price perception and promotion on consumer satisfaction. The magnitude of the influence of price and promotion on consumer satisfaction was simultaneously 60.8% and the remaining 39.2% was influenced by other variables that were not studied. Partially, the influence of price perception on consumer satisfaction is 21.9%, and the influence of promotion on consumer satisfaction is 38.9%, so it can be concluded that price perception has the greatest influence on the purchase decision process.*

***Keywords: Price, Promotion, and Consumer Satisfaction.***