

## ABSTRACT

*The fashion industry in the 2021-2023 GRDP is included in the top three creative industry subsectors in the city of Bandung which experienced a decline, especially in the clothing sector. When compared with other businesses in the fashion industry, clothing experienced the smallest increase and the clothing industry experienced the smallest increase compared to other types of clothing industry. Based on the number of clothing transactions in the city of Bandung, the Maternal Disaster clothing business shows the lowest number of transactions among other clothing, this is due to the influence of the shop atmosphere and advertising on the purchasing decision process, both partially and simultaneously. Method: A total of 82 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, and coefficient of determination. The research results show that there is a positive and significant influence between store atmosphere and advertising on the purchasing decision process. The magnitude of the influence of store atmosphere and advertising on the simultaneous purchasing decision process is 74.5% and the remaining 25.5% is influenced by other variables not studied. Partially, the influence of the store atmosphere on the purchasing decision process is 29.8% and the influence of advertising on the purchasing decision process is 45.4%, so it can be concluded that advertising has a greater influence on the purchasing decision process for Maternal Disaster clothing.*

***Keywords: Store Atmosphere, Advetising and Purchase Decision Process***