

## **ABSTRACT**

*The Fashion Industry is included in the top three in the creative industry subsector in Bandung City in the 2021-2023 GRDP which has decreased, especially in the clothing business when compared to other businesses in the fashion industry, clothing has experienced the smallest increase and in the clothing industry distribution outlets have experienced the smallest increase. Based on the number of distribution outlet transactions in Bandung City, the distribution outlet business at Flo distro shows the lowest number of transactions among other distribution outlets, this is due to the influence of price and celebrity endorsers on the purchasing decision process both partially and simultaneously. The research method used is descriptive and verification method with a sample size of 81 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, and the coefficient of determination.*

*The results showed that there was a positive and significant influence between price and celebrity endorsers on the purchasing decision process. The magnitude of the effect of price and celebrity endorser on the purchasing decision process simultaneously amounted to 75.2% and the remaining 24.8% was influenced by other variables not examined. Partially, the magnitude of the effect of price on the purchasing decision process is 40.2% and the effect of celebrity endorsers on the purchasing decision process is 35%, so it can be concluded that price has a greater influence on the purchasing decision process at Flo distro.*

**Keyword :** *Price, Celebrity Endorser, Buying Pecision Process*