

ABSTRACT

Bandung's creative industry on 14 sub sectors, GDP (gross domestic product) was widely donated by the fashion industry by 43.71%. From 43.71% The type of business in the field of distro affects the fashion industry as much as 70.51%. Here House of Smith is very likely to develop their efforts to get consumers with their promotional mix activities and the brand image they conceptualized from the beginning.

The purpose of this research is to know and analyze how much the influence of promotion mix and brand image of the House of Smith product purchasing decision both simultaneously and partially.

This research uses a type of descriptive research with quantitative research methods, which is obtained using non-probability sampling method with purposive sampling technique with sampling as much as 100 respondents The respondent who had made a decision making process at the House of Smith Bandung. The obtained Data is analyzed using multiple linear regression analyses.

The research results of a promotional mix variable of 68.2% which means the concept of a promotional mix strategy that Smith has conceptualized from the very beginning. For a brand image variable of 67.7% asserted that the House of Smith brand image was applied from scratch to get the customer's heart already in the category quite well, while the purchasing decision process variable with a percentage yield of 71.6% means in the business competition distro for the House of Smith themselves they are able to get customers interested in their products.

The results of this study showed that there was a simultaneous influence between the promotional mix and the brand image of the House of Smith decision of 52.2%, while the remaining 47.8% was influenced by factors not researched In this study.

Keywords : Promotion mix, Brand image, Purchasing decision