

## **ABSTRACT**

The development of creative industries in the field of fashion has grown rapidly. One of the brands that participate in the fashion world is Sun & Fun. The fiercest competition in the field of fashion makes Sun & Fun revenue fluctuate. As a new player in the field of fashion, in order to compete with its competitors Sun & Fun aggressively carry out promotional activities to communicate its products to consumers. This study aims to determine how the promotion mix and purchase decisions on Sun & Fun products and how much influence the promotion mix to purchase decisions on Sun & Fun products partially and simultaneously.

This research on Sun & Fun product using promotional mix as independent variable that is spelled out into five dimensions. The five dimensions are an advertising, personal selling, sales promotion, public relation, and direct marketing. Then for the dependent variable on this research is a purchase decision.

This research uses quantitative methods and questionnaires as a means of data retrieval. Sampling technique in this research uses slovin formula. Sampling technique is nonprobability sampling with purposive sampling method. Based on sampling technique the minimum data sample is 68 respondents but rounded to 100 respondents.

The results show that the promotion mix is in good category and the purchasing decision process is in good category. Partially sales promotion, public relations, and direct sales have a significant effect on purchasing decisions, but personal advertising and sales have no effect on purchasing decisions. Simultaneously promotion mix influential significant to purchasing decision. The result of kofefisien determination test got 72,4% influence of promotion mix to decision of purchase while the rest 27,6% influenced by other factor which not in in this research.

Based on the results of the research, Sun & Fun products should enhance and maintain sales promotion, public relations, and direct sales. Where the results provide a significant effect on purchasing decisions on Sun&Fun products.

**Keywords:** promotion mix, Purchase Decision, Advertising, Personal Selling, Promotion Selling, Public Relation, Direct Marketing