

## ABSTRACT

Currently, fashion is one of the many business products that are very popular with the public. Indonesia is predominantly Muslim, so Muslim fashion is in great demand now and in the future. One of the Muslim fashion outlets, namely Delia Hijab, which is located in the city of Sukabumi, is quite successful. However, in 2020 it experienced the impact of the Covid-19 pandemic so that sales decreased. Even though people use the internet in large quantities throughout the year Covid-19. Apart from the impact of the pandemic, there is also business competition, which requires companies to respond and meet consumer needs by continuing to create new innovations. Responding to the decline in sales, Delia Hijab had to design a marketing strategy, namely STP (*segmentation, targeting and positioning*) that was recurring so as to influence consumer *purchasing decisions* to be able to increase sales and be able to compete with competitors.

This study aims to determine the effect of *segmentation, targeting, and positioning* on *purchasing decisions* at Delia Hijab, Sukabumi. So that it can be seen to what extent the segmentation, targeting, and positioning strategies that have been carried out have an impact on purchasing decisions from consumers. Of course it is hoped that once the problem is known, improvements can be made in the next marketing strategy.

This type of research is quantitative research with an associative causality approach between the variables studied. The data collection technique uses a questionnaire that uses a Likert Scale. The sample of this study was 100 Delia Hijab consumers. After processing the questionnaire data from the samples collected, they tested the validity, reliability, then tested the normality, and tested the hypothesis.

The results of this study indicate that *Segmentation, Targeting, and Positioning* simultaneously have a significant effect on *purchasing decisions*. *Segmentation* partially has a positive and significant effect on *purchasing decisions*. *Targeting* partially positive and significant influence on *purchasing decisions*. *Positioning* partially positive and significant influence on *purchasing decisions*.

Delia Hijab is one of the well-known shops in the city of Sukabumi, for the future it must improve more precise *Segmentation, Targeting and Positioning* so that it can reach the right consumers for Delia Hijab products. In addition, consumers must be made more satisfied with the products offered so that consumers make long-term product purchases.

**Keywords:** *Positioning, Purchasing Decisions Segmentation, Targeting.*