

ABSTRACT

The fashion industry competition in Indonesia is becoming increasingly intense, demanding each company to be able to survive. Research is conducted with the aim of determining of the impact of marketing strategies consisting of product, price, place and promotion on the purchasing decisions of fashion local brand at Happy Go Lucky House Bandung.

The data analysis used in this research is by using a quantitative method with descriptive and causality research types based on survey responses obtained from consumers of fashion local brand at Happy Go Lucky House Bandung. Sample selection is done using non-probability sampling and purposive non-probability sampling with 100 respondents. Statistical analysis is performed with classical assumption tests, multiple linear regression tests, as well as hypothesis tests.

The results of this research indicate that marketing strategies consisting of product, price, and promotion partially have a significant positive on purchasing decisions and simultaneously have a significant positive effect on the purchasing decisions of fashion local brand at Happy Go Lucky House Bandung. Based on the coefficient of determination values, it is shown that 72% of the purchasing decisions are influenced by product, price, place, and promotion. The remaining 28% is impact by other variables not included in this study, such as service quality, brand image, and others.

Key Words : *Marketing Strategy, Purchase Decisions, Happy Go Lucky House Bandung*