

## ABSTRACT

### THE INFLUENCE OF PRICE AND PROMOTION ON PURCHASING DECISION IN SISTERS COLLECTION

*The purpose of this study is to know which variable influence Sisters Collection's product purchasing decision. The independent variables studied are price and promotion, as well as purchasing decision as the dependent variable. This study using a questionnaire completed by 65 samples obtained using Slovin formula of 77 population. Sampling technique in this rearch is purposive sampling.*

*This study uses multiple linear regression analysis model. The results of this study indicate that pricing and promotion affect, either simultaneously or partially, buying decisions in Sisters Collection. Price variables provide the most significant influence on the buying decisions in Sisters Collection.*

**Keywords :** *Price, Promotion, and Buying Decisions*

