

ABSTRACT

This study aims to analyze the effects of promotion, brand image, and brand awareness in improving purchasing decisions at Buck Store Semarang. The variables used in this research are promotion, brand image, and brand awareness as independent variable and purchase decision as dependent variable.

Samples used in this study as many as 100 people in Semarang who had made a purchase transaction in the store Semarang Buck Store. Data collection methods used were questionnaires distributed with purposive sampling technique, and processed using SPSS program.

The results of the analysis show that promotions, brand image and brand awareness have a positive and significant impact on purchasing decisions, thus to improve purchasing decisions at Semarang's Buck Store store, management must be able to improve promotion, brand image and awareness brand on the shop.

Keywords: Promotion, Brand Image, Brand Awareness and Purchase Decision