ABSTRACT

An Analysis of Promotion Influence on Consumer Buying Decision and Sales Increase of Several Clothing and Accessories’ Products

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The purpose of this research was to determine the effect of promotion on consumer buying decisions and sales increase of Nevada brand in PT. X Department Store. The research methodology was survey and secondary data analysis. Samples are collected by purposive sampling method. This research also use the Anova analysis in order to explain the influence of promotion. This research used data of sales quantities before promotion, week of promotion and after promotion. The result showed the effectiveness of promotions with price reduction and advertising. The Anova analysis showed that sales were significantly influenced by products and timing effect (weekend/weekday). The weekend Anova analysis also indicated sale quantities was different among products, sales have higher quantity than weekday sales for all observed products. Overall, this research summarized that promotion was proven effectively to increase sales.

Key words: promotion, descriptive analysis, anova analysis, clothing and accessories