**A*BSTRACT***

Kevin Eka Suryaputra / 27150162 / 2019 / *The Effect of Brand Image and Sales Promotion on Consumer Purchasing Decisions of Alfamart Sunter Hijau* / Dr. Tony Sitinjak, M.M.

*The existence of retail business becomes very important along with the development of increasingly modern technology. Retail business is also right for shopping with practical, fast, and economical. Competition in the retail business is increasingly innovative, so each retailer must be able to evolve to create new segments. One effort that can be done is to create sales promotions that can attract consumer buying interest to produce purchasing decisions with regard to brand image. One retailer that competes is Alfamart which has a branch in Sunter Hijau.*

*Brand Image is an image that is built in the subconscious of consumers through information and expectations expected through products or services, while sales promotions are short-term sales activities, not repeated and not routinely intended to accelerate the targeted market response as a tool other promotions in different forms, and consumer purchasing decisions is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. This study aims to examine the effect of brand image and sales promotion on consumer purchasing decisions.*

*The author distributes 120 questionnaires to Alfamart Sunter Hijau consumers with a non-probability sampling method. The collected data is then processed and analyzed using the IBM SPSS 25 application.*

*The results showed that the majority of visitors aged between 22-25 years. Alfamart's brand image and sales promotion are already good and can influence consumer purchasing decisions.*

*The conclusion of this study proves that brand image and sales promotion have a positive and significant effect on consumer purchasing decisions Alfamart Sunter Hijau. Other results show that because consumers are quite easy to find the location of Alfamart, they prefer to visit Alfamart.*