

ABSTRACT

This research was conducted at Cafe Kopi Keun located at Jalan Pahlawan Bandung, this research consists of 4 variables, namely Location X_1 , Physical Proof X_2 and Promotion through Social Media X_3 as the independent variable and the dependent variable namely Purchase Decision (Y). The purpose of this study is to find out how much influence the location, physical evidence and promotion through social media on purchasing decisions, besides this research is used to find out what phenomena affect consumers' purchasing decisions. Data collection techniques carried out were observation, interviews, and questionnaires. The research method used is descriptive and verification with a population of 100 respondents. Data analysis method used is validity test analysis, reliability test, multiple linear regression, multiple correlation coefficient, hypothesis testing simultaneously (F), partial hypothesis test (T) and determination coefficient.

The results of statistical calculations with multiple linear regression analysis can be shown the regression equation $Y = 7.985 + 0.327 X_1 + 0.532 X_2 + 0.382 X_3$ from the regression equation known that location, physical evidence, and promotion through social media have a positive influence on purchasing decisions. Based on the calculation of the coefficient of determination has a positive effect of 0.751 or 71.5%. While the rest is 28.5% which is the influence of other variables not examined. The influence of location affects the purchase decision of 25.5%, physical evidence affects the purchase decision of 25.3% while promotion through social media influences purchasing decisions by 20.7%. Hypothesis testing shows that there is a location effect, physical evidence and promotion through social media to purchase decisions both simultaneously and partially.

Keywords : Location, Physical Evidence, Promotion through Social Media, Purchase Decision