

## **ABSTRACT**

*The Furniture and craft industry is one of the priority industries that produce high value-added products, globally competitive as a foreign exchange earner, business competition in the field of furniture is inevitably very tight, many owners do to attract more consumers and buy their products . Seeing this competition, the furniture business must be able to compete with other furniture businesses. This study aims to find out how the location and promotion of the consumer purchasing decision process in Mekar Jaya Furniture. Data was collected through field collection techniques and literature by distributing questionnaires to 92 respondents who visited Mekar Jaya Furniture. The data analysis method used is multiple linear regression analysis, multiple correlation analysis, test coefficient of determination and hypothesis testing. The results of the study show descriptively under location, promotion and the process of purchasing decisions in the less good category, for the results of verification research that location and promotion simultaneously have a significant effect on the purchasing decision process that is equal to 85.3%, partially the location has an influence significant to the purchase decision process that is equal to 79.9% and promotion has a significant influence on the purchasing decision process that is equal to 5.4%.*

**Keywords: Location, Promotion and Decision Process.**