

ABSTRACT

This study aims to determine the effect of location dan sales promotion on purchasing decisions (surveys on consumers of Morning Bread Bandung) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 85 respondents. Testing of research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant influence between location and sales promotion of purchasing decisions. The magnitude of the effect of location and sales promotion on purchasing decisions simultaneously is 53.6% and the remaining 46.4% is influenced by other variables not examined. Partially the magnitude of the effect of location on purchasing decisions is 17.6% and the influence of sales promotion on purchasing decisions is 36%, so that it can be concluded that sales promotion has the most influence on purchasing decisions.

Keywords : Location, Sales Promotion and Purchasing Decision

MOTTO

Ketika kamu lelah dan kecewa, maka saat itu kamu sedang belajar tentang kesungguhan.

-Dahlan Iskan-

Never give up on your dreams.