

## **ABSTRACT**

*The purpose of this study was to find out the phenomenon and obtain empirical evidence, also conclusions about the effect of promotion and store atmosphere on purchasing decisions (survey of consumers cafe Waroeng Bako Manisi Bandung West Java). This study uses descriptive and verification methods, the sampling technique used is nonprobability sampling with incidental methods. This research was conducted using a survey method by giving a number of statements with closed question techniques by providing a number of choices with a Likert scale to 92 respondents. Testing the research instrument using validity test and reliability test. The data analysis method used is multiple regression analysis, multiple correlation analysis, hypothesis testing and coefficient of determination.*

*The results of this study show that the attributes of promotion and shop atmosphere have a simultaneous influence of 47.1% and have a positive and significant effect on tourist purchasing decisions. Partially it shows that Promotion has a greater influence that is equal to 30.6% positive and significant effect on purchasing decisions, store atmosphere has an influence of 15.5% positive and significant effect on purchasing decisions*

***Keywords: Promotion, Store atmosphere and Purchase Decisions***