

## **ABSTRACT**

*This research was conducted based on the data on the growth of the creative industry sub-sector in the city of Bandung, but there is a very fluctuating number of consumers which causes the income of urban story cafes to decline. The research method used is descriptive and verification with a total sample of 90 respondents. The data techniques used were observation, interviews, and questionnaires. The data analysis method used is multiple linear regression analysis, multiple analysis, and determination coefficient analysis. The results showed that there was a positive and significant influence between location and sales promotion on purchasing decisions either simultaneously or partially. The effect of location and sales promotion on purchasing decisions simultaneously is 78% and the remaining 22%, other variables not examined. Partially very large influence location on purchasing decisions amounted to 25,9% and the effect of sales promotions on purchasing decisions by 52,1% so it can be ignored that sales promotions have a major influence on purchasing decisions.*

***Keywords: Location, Sales Promotion, and Purchase Decisions***