

ABSTRACT

The culinary industry is an industry that has experienced the most significant development in the city of Bandung, where its development is marked by many players trying the culinary business. The growing development of the culinary business means that business actors in this field must be able to adjust to what consumers want or need in order to be able to purchase company products. In general, a purchase decision is a process of selecting one of several alternative solutions, when the consumer has made a purchase decision on one of the products where the product has of course been considered from various other products. Purchasing decisions for a product or service will affect subsequent behavior patterns. Every time you make a purchase decision, consumers evaluate their attitudes. Trust is used by consumers to evaluate a product, then they will be able to make a buying decision or not, so that consumers will be loyal or not. Location is a factor that determines the success of a business because location is an important factor in determining consumer behavior. Apart from location, sales promotion can also attract new customers, encourage new customers to buy more, give gifts or awards to old customers, prevent consumers from going to other products or services. This study aims to determine the effect of location and sales promotion on purchasing decisions (survey on consumers of Aditi Coffee House Bandung) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 90 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and the coefficient of determination.

The results showed that there was a positive and significant influence between location and sales promotion on purchasing decisions. The magnitude of the influence of location and sales promotion on purchasing decisions simultaneously is 70% and the remaining 30% is influenced by other variables not examined. Partially the magnitude of the effect of location on purchasing decisions is 27.4% and the effect of sales promotions on purchasing decisions is 42.6%, so it can be concluded that sales promotions have the greatest influence on purchasing decisions.

Keywords: Location, Sales Promotion and Purchasing Decisions