

## **ABSTRACT**

*In this study, it started from finding a problem regarding difficult to reach locations caused by lack of marketing communication in introducing a product that can compete with similar coffee shops in the city of Bandung. The purchase decision is a very important factor to pay attention to in a business. Marketing and Location Communication Mix on Purchase Decisions at Tahura Djuanda Coffee Cafe. This study aims to determine the effect of marketing communication and location on purchasing decisions at Tahura Djuanda Coffee Cafe. In this study, the independent variables or variables that influence it consist of marketing communications and location, while for the dependent variable, the variable that is influenced is purchasing decisions. The method used by the researcher is descriptive analysis and verification using a quantitative approach, the sampling technique used by the researcher is non-probability, the researcher takes a sample of 84 respondents. In proving and analyzing this, validity test, reliability test, multiple linear regression analysis test, multiple correlation coefficient analysis test and determination coefficient test are used. Based on the results of the study, it shows that marketing communication and location have a simultaneous influence, which is a positive and significant effect on purchasing decisions by 9.88% while the remaining 1.2% is influenced by other variables not examined. Partially shows that marketing communication has a greater influence that is equal to 66.8% positive and significant effect on purchasing decisions, and location has an influence of 31.9% positive and significant effect on purchasing decisions.*

**Keywords: Marketing Communication Mix, Location and Purchasing Decisions**