

## ABSTRAK

Penelitian ini dilatarbelakangi adanya penurunan penjualan *Coffee Kumeli Social park* Bandung. Penurunan penjualan ini menunjukkan adanya penurunan pengunjung pada *Coffee Kumeli Social park* Bandung sehingga dalam penelitian ini bahwa bagaimana Keputusan pembelian Pada *Coffee Kumeli Social park* Bandung.

Penelitian ini menggunakan metode kuantitatif, data dikumpulkan dengan Teknik kuesioner. Responden dalam penelitian ini sebanyak 90 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Tiga hipotesis diformulasikan dan uji menggunakan analisis regresi linear berganda.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara lokasi dan *physical evidence* terhadap keputusan pembelian. Besarnya pengaruh antara lokasi dan *physical evidence* terhadap keputusan pembelian. secara simultan sebesar 66,7% dan sisanya 33,3% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh lokasi terhadap keputusan pembelian sebesar 32,3% dan pengaruh *physical evidence* terhadap keputusan pembelian sebesar 34,4%, sehingga dapat disimpulkan bahwa *physical evidence* memberikan pengaruh paling besar terhadap keputusan pembelian.

**Kata kunci : Lokasi , *Physical evidence*, Keputusan pembelian**

### **ABSTRACT**

*This research is motivated by the decline in sales of Coffee Kumeli Social park Bandung. This decrease in sales indicates a decrease in visitors to Coffee Kumeli Social park Bandung so that in this study how is the purchasing decision at Coffee Kumeli Social park Bandung.*

*This study uses quantitative methods, data collected by questionnaire technique. Respondents in this study were 90 respondents. The research testing instrument uses validity and reliability tests. Three hypotheses were formulated and tested using multiple linear regression analysis.*

*Results Based on the research shows that there is a positive and significant influence between location and physical evidence on purchasing decisions. The magnitude of the influence between the location and physical evidence on purchasing decisions. simultaneously by 66.7% and the remaining 33.3% the influence of other variables not examined. Partially the effect on purchasing decisions is 32.3% and the effect of physical evidence on purchasing decisions is 34,4%, so it can be ascertained that physical evidence has a major influence on purchasing decisions.*

***Keywords: Location, Physical evidence, Purchase decision***