

ABSTRAK

This study aims to determine how much influence location and sales promotion have on purchasing decisions (a survey of consumers at Bengkel Graha Motor Kuningan) either simultaneously or partially. As well as to answer the problem formulation regarding location, sales promotion and purchasing decisions. The research method used is descriptive and verification method with a total sample of 82 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 22 tools.

The results of this study indicate that there is 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 70.2% and the remaining 20.8% is influenced by other variables not examined. Partially, the influence of location on purchasing decisions is 42.45% and the influence of sales promotions on purchasing decisions is 38.2%, so it can be concluded that location has the greatest influence on the purchasing decision process.

Keywords: Location, Sales Promotion, Purchase Decision