

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Lokasi, Promosi Penjualan Dan Suasana Toko terhadap Keputusan Pembelian pada Kedai Fiksi Coffee Bandung. Penelitian ini menggunakan metode deskriptif dan verifikatif. Teknik sampling menggunakan non probability sampling, dengan cara *accidental* sampling. Analisis data yang digunakan yaitu menggunakan analisis regresi linier berganda, analisis korelasi berganda, dan analisis koefisien determinasi. Hasil dari penelitian menunjukkan bahwa Lokasi, Promosi Penjualan Dan Suasana Toko berpengaruh dan signifikan terhadap Keputusan Pembelian secara simultan maupun secara parsial. Berdasarkan hasil koefisien determinasi simultan bahwa kontribusi pengaruh secara simultan mempunyai kontribusi pengaruh terhadap Keputusan Pembelian dengan koefisien determinasi yaitu sebesar 82,3%. Kontribusi pengaruh Lokasi terhadap Keputusan Pembelian adalah sebesar 30,3%, kontribusi pengaruh Promosi Penjualan terhadap Keputusan Pembelian adalah sebesar 36,1%, sedangkan Suasana Toko berpengaruh sebesar 15,8%. Sisanya 17,7% dipengaruhi oleh variabel lain yang tidak diteliti.

**Kata Kunci : Lokasi, Promosi Penjualan, Suasana Toko, dan Keputusan Pembelian**

## **ABSTRACT**

*This study aims to determine the effect of location, sales promotion and store atmosphere on purchasing decisions at the Kedai Fiksi Coffee Shop in Bandung. This research uses descriptive and verification methods. The sampling technique uses non-probability sampling, by means of accidental sampling. Analysis of the data used is using multiple linear regression analysis, multiple correlation analysis, and analysis of the coefficient of determination. The results of the study indicate that location, sales promotion and store atmosphere have a significant and significant effect on purchasing decisions simultaneously or partially. Based on the results of the coefficient of simultaneous determination that the contribution of influence simultaneously has a contribution of influence on the Purchase Decision with a coefficient of determination that is equal to 82.3%. The contribution of the influence of Location to the Purchase Decision is 30.3%, the contribution of the influence of Sales Promotion to the Purchase Decision is 36.1%, while the Store Atmosphere has an effect of 15.8%. The remaining 17.7% is influenced by other variables not examined.*

***Keywords: Location, Sales Promotion, Store Atmosphere, and Purchase Decision***