

## **ABSTRACT**

*This study aims to determine the Effect of Promotion and Physical Evidence on Purchase Decision Process (Survey on Customers of Clup! Hot Pot) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 78 respondents. The research instrument testing uses validity and reliability tests. Data analysis methods used are multiple linear regression analysis, multiple correlation, and the coefficient of determination.*

*The results showed that there was a positive and signification effect between Promotion and Physical Evidence on Purchase Decision Process. The magnitude of the Effect of Promotion and Physical Evidence on Purchase Decision Process simultaneously at 64% and the remaining 36% influenced by other variables not examined. While partially the magnitude of the Effect of Promotion on Purchase Decision Process was 27% and magnitude of the Effect of Physical Evidence on Purchase Decision Process was 37%.*

***Keywords: Promotion, Physical Evidence, and Purchase Decision Process***