

## **ABSTRACT**

*The growth of coffee shops in Indonesia is increasingly rampant, this is closely related to the growth of coffee consumption in Indonesia. The high level of coffee consumption in Indonesia has an impact on coffee shop business owners in Indonesia. This coffee shop business is also attracted by many business people. Because it is easy to set up and run a coffee shop business, many young people are interested in setting up a coffee shop, one of which is Mas Zul who founded the Kopi Experience coffee shop. With more and more coffee shops popping up, coffee shop owners are required to always innovate and develop strategies so as not to be less competitive with other coffee shops. One strategy that business owners can use is to budget sales. The forecasting calculations used in this research refer to the causality model.*

*A quantitative approach model using a causality strategy is a forecasting model that considers variables or those that can influence the amount being forecast. This method uses a cause-and-effect approach, and aims to predict future conditions and find and measure important independent variables and their influence on the predicted dependent variable. The research approach used in this research is a quantitative method. Researchers use a quantitative approach because the data that will be used is data contained in financial reports and is quantitative in nature.*

*Based on the results of research regarding "Income Forecasting Model Based on Promotion, Economic Growth and Inflation Factors (Case Study of Coffee Experience, East Jakarta)", the following conclusion was obtained, Promotion, Economic Growth and Inflation simultaneously influence Income for the forecasting model.*

*Keywords: Budgeting, Forecasting, Revenue, Promotion, Economic Growth, Inflation.*