

## **ABSTRACT**

*Coffee consumption in Indonesia is increasing from year to year. This is because the number of population is also increasing, besides the coffee consumption per capita also increased as the development of the coffee processing industry and also the proliferation of coffee shop in Indonesia. One of the cities in Indonesia are experiencing the most rapid development of the coffee shop is city of Bandung, for example Kopi Anjis. Many ways Kopi Anjis in introducing products to the public is to implement the promotional mix such as advertising, sales promotion, public relations, personal selling, word of mouth and direct marketing. The purpose of this research was to determine how the promotion mix in Kopi Anjis Telaga Bodas branch, how purchasing decisions in Kopi Anjis Telaga Bodas branch and how big promotional mix influence to purchasing decisions in Kopi Anjis Telaga Bodas branch in the city of Bandung. This research uses descriptive and causal analysis with quantitative methods on 100 respondents, namely consumer Kopi Anjis Telaga Bodas branch obtained through Slovin approach. The analysis used in this research is simple regression analysis. The results showed that the promotion mix significantly influence purchasing decisions by means of promotion mix of 0.385 influencing buying decision for the remaining 38.5% 61.5% influenced by other factors.*

**Keywords :** *Promotion Mix , Purchasing Decision*