

ABSTRACT

DSK Villa is one of the micro, small, and medium enterprises (MSMEs) located in Cipagalo, Bandung Regency, which has been established since 2016. During the corona virus disease 2019 (Covid-19) attacked and reached its peak in 2021, DSK The villa was affected by the decrease in turnover. In 2022 until September 2022, there has been a fairly good increase, namely Rp47,000,000. However, the increase has not been able to achieve turnover compared to 2020.

The analysis technique used was descriptive analysis and multiple linear regression analysis. In this study, the method used is quantitative method by involving 216 respondents as research objects. Moreover, the sampling technique used was non probability sampling and the variables studied were Promotion (X1) and Location (X2) as independent variables and Purchase Decision (Y) as the dependent variable.

Based on the study with the results of descriptive analysis, there is an influence of Promotion on Purchase Decisions at DSK Villa, which produces an average score of 81.5%. For the influence that Location has on Purchase Decisions, it produces an average score of 81.7%. Meanwhile, the influence of Promotion and Location on Purchase Decisions at DSK Villa produces an average score of 81.6%. All average scores are above 80% which reflects that they are in the good category but have not yet reached the very good category according to the target average score of above 84%.

Keywords: Promotion, Location, Purchase Decision.