

ABSTRACT

The proliferation of warkop in Bandung Regency has made competition for similar businesses even tougher. One of the warkop businesses that was established during intense business competition is Warkop Sri Pandita. However, in recent years Warkop Sri Pandita has experienced a decline in revenue. This shows a decrease in purchasing decisions at Warkop Sri Pandita, which is due to problems with the physical evidence that occurs at Warkop Sri Pandita. The purpose of this study was to determine how the influence of Physical Evidence on consumer purchasing decisions at Warkop Sri Pandita.

This research uses quantitative research with descriptive research type. In this study, the sampling used Non Probability Sampling technique using Purposive Sampling method, with a total of 100 respondents of Warkop Sri Pandita consumers. With simple linear regression data analysis techniques using IBM SPSS Statistics 25 software.

Based on the partial test results (t test) the Physical Evidence variable has a significant effect with t_{hitung} of $8.024 > t_{table}$ 1988 and a significance level of $0.000 < 0.05$. Based on the coefficient of determination that Physical Evidence has an influence on purchasing decisions by 39.6%, while the remaining 60.4% is influenced by other variables not examined.

Keywords: *Physical Evidence, Purchase Decision, Consumer*