

ABSTRACT

The development of the times in the current era of globalization has a huge impact on many fields that are increasingly rapid in the business sector in Indonesia. One of them is the culinary business which is currently on the rise, namely Coffee shop. One of the Coffee business actors in Bandung Regency, namely Coffee Swic of Paradise, is a coffee shop that provides a variety of menus ranging from coffee or non-coffee menus to food that serves western and oriental styles. In the sales of Coffee Swic of Paradise Bandung Regency, there are problems with purchasing decisions that are not appropriate, so that they cannot achieve the target on sales. Based on the results of respondents in the initial pre-survey, the purchasing decision is influenced by Promotion and Physical Evidence. The purpose of this study was to determine how much influence Promotion and Physical Evidence have on purchasing decisions at Coffee Swic of Paradise, Bandung Regency.

The method used in this research is quantitative method with descriptive research type. The population used in this study is the people of Bandung Regency who have visited Coffee Swic of Paradise Bandung Regency and respondents who have made purchases at Coffee Swic of Paradise Bandung Regency at least 2 times with a sample of 160 respondents. The sampling used in this study was nonprobability sampling with purposive sampling technique.

Based on the results of research using descriptive analysis with the help of SPSS 26 for windows software, it shows that the Promotion and Physical Evidence variables are included in the good category with a significant influence simultaneously and partially on Purchasing Decisions at Coffee Swic of Paradise Bandung Regency.

Keywords: *Promotion, Physical Evidence, Purchase Decision*