

ABSTRACT

The development of the times in the current era of globalization has a significant impact on many fields, particularly in the rapidly growing business sector in Indonesia. One of them is the culinary business that is currently on the rise, namely coffee shops. One of the coffee shop entrepreneurs located in East Jakarta, Djamboel Coffee, is a coffee shop that offers a variety of menus ranging from coffee and non-coffee items to food that features coffee specialties unique to Djamboel Coffee. In sales at Djamboel Coffee, there is an issue with purchasing decisions that do not align, resulting in the inability to achieve sales targets. Based on the respondents' results from the initial pre-survey, the purchasing decision was influenced by Location and Physical Evidence. The purpose of this research is to determine the extent of the influence of Location and Physical Evidence on purchasing decisions at Djamboel Coffee.

The method used in this research is a quantitative method with a descriptive research type. The population used in this study consists of people who have visited Djamboel Coffee in East Jakarta and respondents who have made purchases at Djamboel Coffee, with a sample of 100 respondents. The sampling method used in this study is the non-probability sampling technique with purposive sampling.

The results of this study indicate that all the variables examined fall into a good percentage category. The results of the validity and reliability tests were declared valid and reliable. The results of this hypothesis test, Location and Physical Evidence, have a significant and partial effect on Purchase Decisions. In this study, Location can reflect how the perception of ease of access based on varying subjective customer experiences, as well as the physical evidence used, can influence purchasing decisions.

Keywords: *Location, Physical Evidence, Purchase Decision.*