

ABSTRACT

Wahyu Agung January / 1700861201226 / 2024 / Batanghari University / Faculty of Economics / Marketing Management / The Influence of Sales Promotions on Purchasing Decisions at the Semicolon Cafe Sudirman, Jambi City / Supervisor 1 Pupu Sopini, SE, MM / Supervisor 2 Ana Seputri Jamire, SE, MM.

The aim of the research is to determine sales promotions and purchasing decisions at Cafe Titik Koma, Jambi City.

In discussing this problem the author uses a qualitative descriptive method by looking for information about symptoms, clearly establishing the goals to be achieved, collecting data as material for conducting research.

Kopi Titik Koma is a Coffee Shop Franchise partnership which has a flagship product of specialty milk coffee variants. Kopi Titik Koma serves delicious coffee with service equivalent to an international coffee shop and a comfortable and unique cafe concept.

The population in this research is consumers Kopi Titik Koma Jambi. The sample was determined using the judgment sampling method with a total of 96 consumers as respondents Semicolon Coffee regarding sales promotions and purchasing decisions. The hypothesis was tested using the T test and F test.

Based on the results of linear analysis, the equation $Y = 20.855 + 0.927 X_1 + e$. The real T test value (X_1) is 10.154 and the R square value is 0.523 or 52.3%, while the remaining 47.7% is influenced by other factors.

The conclusion of this research is that sales promotions have a positive and significant influence both simultaneously and partially on purchasing decisions.

Keywords: Sales Promotion and Purchasing Decisions