

## **ABSTRACT**

**MUHAMMAD HADI SURYA**, *An Analysis of Purchasing Decision Factors at Janji Jiwa Coffee in Bengkulu City, Supervised by EVI ANDRIANI, S.P.,M.Si and HERRI FARIADI,S.P.,SPd.,M.Si*

*Janji Jiwa Coffee is located in Bengkulu city has become part of coffee lover society, with variant menu offered cause a lot of consumers come, the menu offered at Kopi Janji Jiwa are vary, from menu with coffee content, without coffee, earl gray series, soeram series, berry series, pandan series and the latest series such as milk tea series. This research focus on analyzing purchasing decision at Kopi Janji Jiwa of Bengkulu city and to analyze the factor related with purchasing decision. Research location decision was conducted by using purposive, by using primary and secondary data. Data are analyzed by using descriptive analysis with purpose to answer the purpose of the main research. To analyze factor which related with purchasing decision by using no parametric statistics analysis method, it is Spearman Rank correlation test. To find out if there is a correlation between X and Y variable, the researcher uses non parametric statistics analysis tool Spearman Rank correlation test (Rs). The result of this research is to answer the first problem. The evaluation of purchasing decision has final score 4,04 means in good category. Factor which influences the purchasing decision are product, price, place and promotion with [purchasing decision. There is a significane correlation between closeness relationship with Kopi Janji Jiwa purchasing decision in Bengkulu City.*

*Keywords: Kopi Janji Jiwa, Purchasing Decision Analysis, Purchasing Decision Factors*