The Influence Of Promotion, Customer Experience And Word Of Moth On Purchasing Decisions At Boss Café Bayangkara Medan

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Abstract : The restaurant business in Indonesia has always been dominated by foreign market share. Without looking far, busy centers such as malls, for example, are currently filled with restaurants from western countries or China. Starting from fast food restaurants to restaurants that provide full course menus. The population continues to increase, meaning the level of human need for food also continues to increase. Especially in the restaurant sector, it is currently showing very good development and is a business prospect that is progressing rapidly and increasing. The aim of this research is to find out whether promotions partially have a significant effect on purchasing decisions at Boss Cafe Bhayangkara, as well as knowing the influence of Customer Experience on purchasing decisions, and knowing simultaneously on Word of Mouth and the existence of Promotions in Customer Experience, Word of Mouth which has an influence on purchasing decisions at Boss Café Bhayangkara. In this research method, it is quantitative. The population in this research is all Boss Café Bhayangkara customers. The sampling technique is based on criteria (considerations). The sample parameters are: All Boss Café Bhayangkara customers, all Boss Café Bhayangkara customers came back using the Zikmund formula to reduce the sample size, so the sample in this study was 96 people and rounded up to 100 people. The results obtained from this research show that: 1) Promotion, 2) Customer Experience, 3) Wort of Mouth, 4) Purchase decisions. Basically, it shows how far the influence of an independent variable individually is in explaining the dependent variable.

Keywords: Promotion, Customer Experience Word of Mouth, Purchasing Decision

1.   INTRODUCTION

A restaurant is a term for a business that serves food to the public and provides a place to enjoy the food, and also sets a certain tariff or fee for the food and service. Although restaurants generally serve on the spot, there are also some that provide take-out dining and delivery services as a form of service to the community. Lifestyle is also one of the causes of restaurant business opportunities, the fulfillment of lifestyle is something that takes up a large portion of its own expenses. It is common among people to make places to eat part of socializing and showing their social status. The restaurant business in Indonesia has always been dominated by foreign market share. Without looking far, crowded centers such as malls for example, are currently crowded with restaurants from western countries or China. Starting from fast food restaurants to restaurants that provide full course menus.

According to Indrasari (2019), a purchase decision is a selection of two or more alternative choices, in other words, choices / alternatives must be available to someone when making a decision. Conversely, if consumers have no alternative to choose from and are really forced to make a purchase, then this situation is not a decision. café in Medan City has experienced tremendous development. In this case, it can be concluded that the café competition in Medan City around Jalan Bayangkara, an increase that has become one of the needs, such as the needs of other communities, therefore the café has become one of the drivers

of the sector of needs in the form of ready-to-eat food in the event that the business is opened by a private company initiative managed by the country's own children with different characteristics and diversity to confront customers to make purchasing decisions.

From the results of the interview in July 2024, there were positive answers from 13 respondents, then there were negative answers, namely 7 respondents, the problems that there were answers from customers related to prices that were said to be expensive by respondents and the menu list was often empty with the desired menu, this indicates that the menu equipment at Boss Cafe cannot be completed according to the menu list made by the Boss Cafe company, resulting in disappointment for customers who come to Boss Cafe in this case the company needs to take concrete steps to deal with purchasing decision problems, namely related to completing the menu. Various reviews of bhayangkara boss cafe customer comments show that the analysis can be concluded that promotion is not well implemented by boss cafe. The problems found in boss cafe are less spread information so that customers find it difficult to find the right information, and are less able to make the existence of boss cafe can be recognized by the community outside the area, this indicates that promotion is needed for the needs of all information related to the company, be it about interest in spreading the products and services of the cafe, until now the cafe has not been able to provide component actions related to effective promotion through social media.

According to Engriani (2019), explaining that promotion is an effort to persuade people to accept a product, concept, or idea is what is meant by the term "promotion". The act of telling, informing, offering, persuading, or disseminating a product or service to potential customers with the intention of ultimately enabling these potential customers to make a purchase is known as promotion. The phenomenon of problems that often occur today is a big problem for Boss Cafe Bhayangkara, namely the type of problem in providing information to people outside the area is less effective so that it is not widespread regarding the information available at Boss Cafe Bhayangkara, while the results of this study indicate that information for potential customers is very important to know in the intended matter.

Based on the pre-survey, it is known that there are problems that occur related to the Promotion variable, customers, including out of 20 dominant respondents, answered the question no at number 3 in the table above, explaining that 5 respondents answered yes, which resulted in a value of 25% and those who answered no were 15 respondents who scored 75%, this indicates that promotion through social media plays an important role for potential customers, However, Boss Cafe Bhayangkara has not been able to carry out effective promotion through social media so that customers can be said to be difficult to get this

information, and according to the explanation of the customer, they consider social media as it is now very much needed because information from social media can be recognized simply and accurately by surrounding customers and people outside the Bhayangkara area.

According to Rusnendar (2022), it explains that customer experience is defined as the direct and indirect experience of the service process, organization, facilities, how customers interact with company services and other customers which ultimately creates cognitive, emotional, and customer responses and unforgettable experiences. The phenomenon of problems that often occur on Customer Experience is part of the type of service to customers often experience disappointment with the services provided at boss cafe bhayangkara because the services provided at boss cafe bhayangkara have not been categorized as what customers expect when using this cafe service. Starting from the responsiveness of the visitors who come less in response when crowded visitors, which the service should be more active when crowded visitors come.

Various reviews or comments that can be said to be negative from Boss Cafe Bhayangkara customers, it can be concluded that the analysis of Customer Experience reviews comments show that the problems related to the quality of taste and service in Boss Café Bhayangkara have not been able to be implemented in accordance with customer expectations, it can disappoint customers and visitors who come, This indicates that Boss cafe Bhayangkara is lacking in maintaining the quality of taste and good service, there is a need for concrete steps to improve immediately for efforts to retain customers at boss cafe bhayangkara as well as the compiler immediately briefed the employees to apply good service that can give the impression of this cafe problem is related to the Customer Experience variable about a good experience for the customer to make a purchase.

Based on the results of the pre-survey, it is known that there are several problems that occur related to the Customer Experience variable, for this reason, customers out of 20 dominant respondents answered more questions not in pre-survey number 1, 5 respondents answered Yes, which resulted in a value of 25%, then 15 respondents answered No, which resulted in a value of 75%. This indicates that the service at Boss Cafe Bhayangkara is not in accordance with what is expected by the customer so that it can be stated that customers often receive a bad impression when making purchases, thus causing disappointment for Boss Cafe Bhayangkara customers in this case the important role of company management to provide knowledge and direction to cafe employees about good service and interaction with customers when visiting Boss Cafe Bhayangkara.

The phenomenon of the next problem that occurs now is problems related to communication, cafe waiters think that communication is not too important because according to the Boss Cafe Bhayangkara waiter the new customers and only try to stop by, the cafe waiter thinks that the customer will not talk about the advantages and disadvantages of the cafe company to his friends or coworkers, this problem is related to the word of mouth variable. According to Kotler (2021), Word of Mouth is word of mouth communication about views or assessments of a product or service, both individually and in groups that aim to provide personalized information. Word of Mouth is one of the strategies that is very effective in influencing consumer decisions in using products or services and Word of Mouth can build a sense of trust in consumers.

Reviews of boss cafe customer comments can be concluded that regarding Word of Mouth at boss cafe bhayangkara. Based on the reviews, the analysis shows that the problem found at Boss Cafe Bhayangkara for customers is communication that is not well implemented, resulting in the impact of many misunderstandings between customers and cafe waiters, so it can be concluded that the communication in the boss cafe to customers can be said to be imperfect. This is because customers expect a lot about good communication and interaction, because this communication can provide an understanding of the customer to the waiter, because communication is a need and desire for the use of cafe services can be solved, through communication, in this case it can be stated that Word of Mouth at Boss Cafe Bhayangkara has not been able to be implemented so that problems related to good communication with customers cannot be resolved, in this case the Boss Cafe Bhayangkara company needs to make improvements that can ultimately be accepted and fulfill what a customer's needs want in purchasing and using services at Boss Cafe Bhayangkara cafe.

Based on the results of the pre-survey, it is known that there are problems that occur related to the Word of Mouth variable, for this reason, customers in the 20 dominant respondents answered more questions not in sequence number 1. from 7 respondents answered Yes which got a value of 35% and from 13 respondents answered No got a value of 65% this indicates that communication and interaction between employees and customers can be said to be not good so that the pre-survey of Customer Boss Cafe Bhayangkara can be stated that Word Of Mout has not been implemented on what the customer expects, according to the Boss Cafe customer's explanation that it is important about good communication with customers, because good communication will find what the customer's real needs are.

2. LITERATURE REVIEW

Purchasing Decision (Y)

According to Alma (2019) purchasing decisions are consumer decisions that are influenced by financial economics, products, prices, location, technology, politics, culture, promotions, physical evidence, people and, process. That way it can form an attitude in consumers to process all information and draw conclusions in the form of a response that raises what products will be purchased. According to Kotler & Armstrong (2018), purchasing decisions are the stage where consumers have alternative choices in deciding whether or not to buy a product. Purchasing decisions have an important role for consumers in carrying out those related to the consumption of products needed. Consumer choice is a central part of consumer behavior, but evaluating and choosing products (and the amount of thought we put into these choices) varies greatly, depending on dimensions such as novelty or risk in these. According to Gunawan (2022), purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands.

Promotion (X₁)

According to Engriani (2019), suggesting that Promotion is an effort to persuade people to accept a product, concept, or idea is what is meant by the term "promotion". The act of informing, informing, offering, persuading, or disseminating products or services to potential customers with the intention of ultimately enabling these potential customers to make purchases is known as promotion. According to Arianty (2021), promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing products, promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using products according to their needs and desires. According to Tjiptono (2017), promotion is an element of the marketing mix that focuses on a company's efforts to provide information, invite and remind consumers of the company's brands and products.

Customer Experience (X₂)

According to Claudia (2020), explaining that customer experience is variously defined as an overall description of all the clues that customers feel in the buying process. The existence of customer interaction with a product causes an experience or experience that arises both emotionally, sensory, physically rational, and spiritually which ultimately leads to customer experience. According to Sari (2021), explaining that customer experience is the experience of a customer who has experienced the product or item purchased in such a way that he already knows the benefits of the product or item. According to Rahmawati (2021),

Customer Experience is an internal and subjective customer response as a result of direct or indirect interactions with the company. Where the customer experience includes sense, feeling, thinking, action, relation experience. Furthermore, what influences purchasing decisions is Rating.

Word of Mouth (X₃)

According to Kotler & Keller (2021), explaining that Word of Mouth is word of mouth communication about views or assessments of a product or service, both individually and in groups that aim to provide personal information. Word of Mouth is one of the strategies that is very effective in influencing consumer decisions in using products or services and Word of Mouth can build a sense of trust in consumers. According to Schiffman (2019), explains that word of mouth is a form of interaction in which consumers who have had their desires fulfilled convey their positive experiences related to businesses, products, services, or events to others.

others. According to Latief (2019), Word of Mouth is a marketing communication activity through promotions made by customers to other customers, either through oral, written or electronic means used by the public to exchange ideas about their experiences and knowledge in a company, product or service.

Conseptual Framework
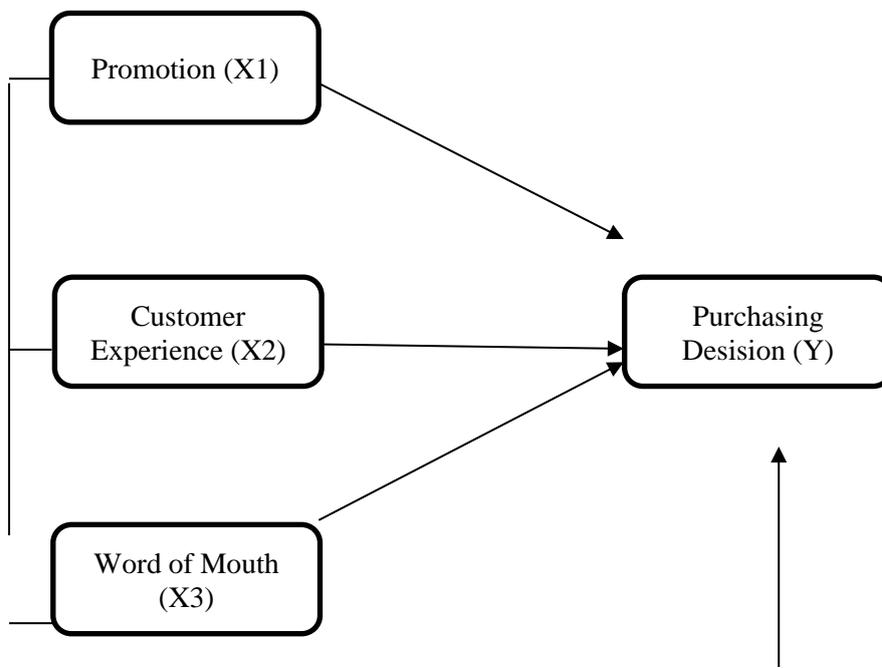
Source: Researcher (2024)

Figure 1. Conceptual Framework

3. RESEARCH METHOD

Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2017).

Data source

This research uses primary and secondary data sources, as follows:

a. According to Sugiyono, (2017), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.

b. According to Sugiyono, (2017), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

Research Population and Sample

According to Sugiyono, (2017) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this study were all consumers of Boss Cafe Bhayangkara, whose number could not be known with certainty. The sampling procedure uses purposive sampling technique, which is a sampling technique that uses certain criteria. Sugiyono, suggests that purposive sampling technique is a determination technique with certain considerations. sampling technique based on criteria (considerations). The sample parameters are:

a. All Boss Cafe Bhayangkara customers

b. All Boss Cafe Bhayangkara customers come back

Due to the number of populations that are not known for sure, then in calculating the number of samples that the author will use is the Zikmund formula. So the number of samples used to determine the purchasing decision of all Boss Cafe Bhayangkara customers 96 people

rounded up to 100 people. So we get a sample size of 96 and use rounding up to 100.

4. RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Characteristics of Respondents Based on Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	56	56.0	56.0	56.0
	Female	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2024)

Table 2. Characteristics of Respondents Based on Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 year	71	71.0	71.0	71.0
	31-41 year	26	26.0	26.0	97.0
	42-52 year	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2024)

Table 3. Characteristics of Respondents Based on Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.000.000 - 2.000.000	10	10.0	10.0	10.0
	2.000.001 - 4.000.000	71	71.0	71.0	81.0
	4.000.001 - 6.000.000	17	17.0	17.0	98.0
	> 6.000.001	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2024)

Table 4. Characteristics of Respondents Based on How many times have you visited

How many times have you visited					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5-10 times	3	3.0	3.0	3.0
	10-15 times	16	16.0	16.0	19.0
	15-20 times	47	47.0	47.0	66.0
	20-25 times	6	6.0	6.0	72.0
	> 25 times	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2024)

Table 5. Characteristics of Respondents Based on Last Education

Last Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	3	3.0	3.0	3.0
	SMA/SMK	51	51.0	51.0	54.0
	Diploma	5	5.0	5.0	59.0
	Sarjana	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Source: Processed by researchers (2024)

Validity and Reliability Test Results

Table 6. Validity Test Results

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,594	Valid

Item Statement	Corrected Item Total Correlation	Information
X1.2	0,718	Valid
X1.3	0,685	Valid
X1.4	0,594	Valid
X1.5	0,803	Valid
X1.6	0,716	Valid
X1.7	0,416	Valid
X1.8	0,483	Valid
X1.9	0,803	Valid
X1.10	0,716	Valid
X2.1	0,600	Valid
X2.2	0,755	Valid
X2.3	0,586	Valid
X2.4	0,586	Valid
X2.5	0,755	Valid
X2.6	0,760	Valid
X2.7	0,607	Valid
X2.8	0,388	Valid
X2.9	0,678	Valid
X2.10	0,586	Valid
X3.1	0,634	Valid
X3.2	0,631	Valid
X3.3	0,546	Valid
X3.4	0,634	Valid
X3.5	0,754	Valid
X3.6	0,803	Valid
X3.7	0,789	Valid
X3.8	0,544	Valid
X3.9	0,754	Valid
X3.10	0,803	Valid
Y.1	0,579	Valid

Item Statement	Corrected Item Total Correlation	Information
Y.2	0,814	Valid
Y.3	0,667	Valid
Y.4	0,658	Valid
Y.5	0,716	Valid
Y.6	0,673	Valid
Y.7	0,538	Valid
Y.8	0,412	Valid
Y.9	0,781	Valid
Y.10	0,716	Valid

Source: Processed by researchers (2024)

Based on the statistical test results above, it is known that the corrected item correlation value> 0.361, so the data is declared valid.

Table 7. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Promotion (X1)	0,766	
2	Customer Experience (X2)	0,764	Reliable
3	Word of Mouth (X3)	0,772	
4	Purchasing Decision (Y)	0,768	

Source: Processed by researchers (2024)

Based on the table above, it is known that the Cronbach's alpha value for all research variables promotion, customer experience, word of mouth and purchasing decision > 0.60, it can be said that the overall reliability test results are reliable (reliable)..

Normality Test Results

Table 8. Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.57628218

Most Extreme Differences	Absolute	.064
	Positive	.055
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		**.200^{c,d}**
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed by researchers (2024)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is 0.200 > 0.05 so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

Multicollinearity Test Results

Table 9. Multicollinearity Test Results

Coefficients^a			
		Collinearity Statistics	
	Model	Tolerance	**VIF**
1	(Constant)		
	Promosi	.361	**2.768**
	Customer Experience	.339	**2.946**
	Word Of Mouth	.821	**1.218**
a. Dependent Variable: Purchasing decision			

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10, and the tolerance value for each variable is > 0.10, so it can be concluded that there is no multicollinearity.

Heteroscedasticity Test Results
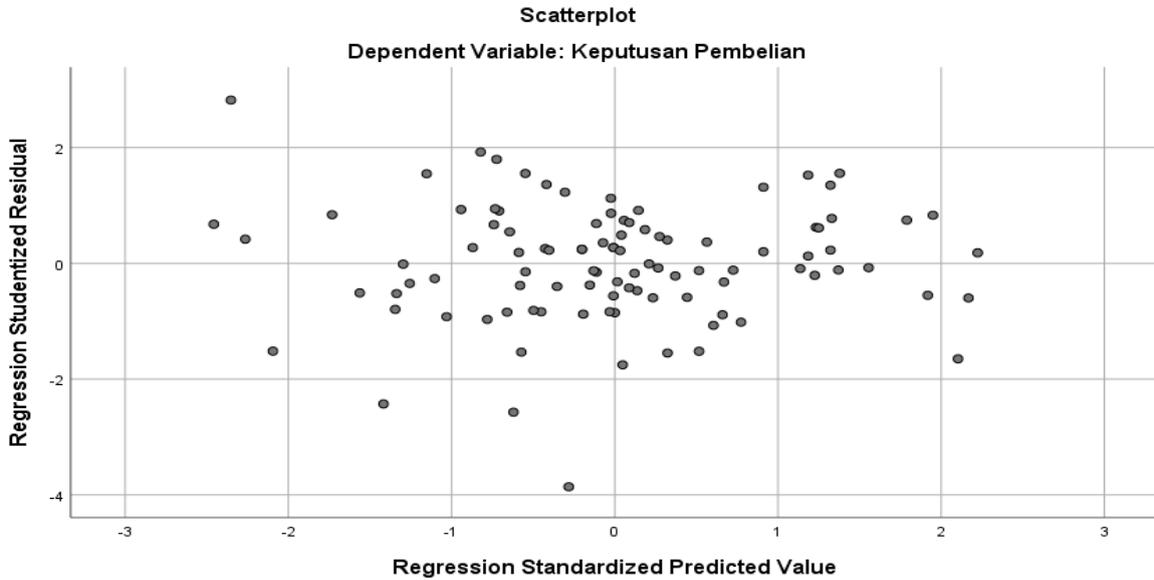
Source: Processed by researchers (2024)

Figure 2. Heteroscedasticity Test Results

The scatterplot shows that the data distribution does not form certain patterns and is not too spread out, so the data is declared free from heteroscedasticity problems.

Multiple Linear Regression Test Results

Tabel 10. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	**5.517**	2.769
	Promotion	**.448**	.113
	Customer Experience	**.187**	.082
	Word of Mouth	**.224**	.052

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

Y= 5.517+ 0,448 X1 + 0,187 X2 + 0.224

This can be seen in the following information:

a. The constant value of 5,517 means that if all independent variables are considered constant or equal to zero the dependent variable is 5,517.

b. N-the value of the regression coefficient of the Promotion variable (X1), which is 0.448, means that if there is an increase in Promotion by 1, the Purchase decision (Y) will bind by 0.448

c. The regression coefficient value of the Customer Experience variable (X2) is 0.187, which means that if there is an increase in Customer Experience by 1, the Purchasing Decision (Y) will increase by 0.187

d. The regression coefficient value of the Word Of Mouth variable (X3) is 0.224, which means that if there is an increase in Word Of Mouth by 1, the Purchasing Decision will increase by 0.224.

T-test Results (Partial Test)

Table 11. T-test Results (Partial Test)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	5.517	2.769		**1.993**	**.049**
	Promotion	.448	.113	.412	**3.972**	**.000**
	Customer Experience	.187	.082	.243	**2.272**	**.025**
	Word of Mouth	.224	.052	.299	**4.347**	**.000**
a. Dependent Variable: Purchasing decision						

Source: Processed by researchers (2024)

Based on the t test results above, the t table value = at n-k (100-3) is 97 at a significant level of 5% (0.05) is 1.985. Thus, to find out partially, the following explanation can be described:

1. The Effect of Promotion on Purchasing Decisions

The t-count value of Promotion is 3.972 > t-table 1.66 (n-k =100-4 = 96 at 0.05 / 5%) and a significance of 0.000 <0.05, so Ha is accepted and Ho is rejected, then Promotion partially has a positive and significant effect on Purchasing Decisions.

2. The Effect of Customer Experience on Purchasing Decisions

Customer experience t-count value of 2.272 > t-table 1.66 (n-k = 100-4 = 96 at 0.05 / 5%) and significance 0.025 <0.05, so Ha is accepted and Ho is rejected, then Customer Experience partially has a positive and significant effect on Purchasing Decisions.

3. The Effect of Word Of Mouth on Purchasing Decisions

    The t-count value of Word Of Mouth is 4.347 > t-table 1.66 (n-k = 100-4 = 96 at 0.05 / 5%) and significance 0.000 <0.05, so Ha is accepted and Ho is rejected, then Word Of Mouth partially has a positive and significant effect on Purchasing Decisions.

F-Test Results (Simultaneous Test)

Table 12. F-Test Results (Simultaneous Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2127.450	3	709.150	**53.766**	**.000**[b]
	Residual	1266.190	96	13.189		
	Total	3393.640	99			
a. Dependent Variable: Purchasing decision						
b. Predictors: (Constant), Word Of Mouth, Promosi, Customer Experience						

Source: Processed by researchers (2024)

Based on the table above, It is known that the F-test results in an F-count of 53.766 > F-table 2.69 (n-k-1 at k = 100-3-1 = 96 at 3) so that Ha is accepted and Ho is rejected, meaning that promotion, customer experience and word of mouth simultaneously have a significant effect on purchasing decisions.

Determination Test Results

Table 13. Determination Test Results

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.792[a]	.627	**.615**	3.632
a. Predictors: (Constant), Word of Mouth, Promosi, Customer Experience				
b. Dependent Variable: Purchasing decision				

Source: Processed by researchers (2024)

Adjusted R Square of 0.615 means that 61.5% of the factors that influence Boss Cafe Bhayangkara's purchasing decisions can be explained by promotion, customer experience, and word of mouth on purchasing decisions. While the remaining 38.5% can be explained by other factors not examined by this study.

5.   CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Based on the results of the t test, the promotion variable (X1) partially has a positive and significant effect on the purchasing decision of boss cafe bhayangkara customers.

2. Based on the results of the t test that the customer experience variable (X2) partially has a positive and significant effect on the purchasing decision of boss cafe bhayangkara customers.

3. Based on the t test variable that the word of mouth variable (X3) partially has a positive and significant effect on the purchasing decision of boss cafe bhayangkara customers.

4. Based on the results of the f test that the independent variables consisting of promotion (X1), customer experience (X2), and word of mouth (X3) together or simultaneously have a positive and significant effect on the dependent variable (Y) in the form of the boss cafe bhayangkara purchasing decision.

SUGGESTION

Based on the conclusions obtained from the above research, the following suggestions are made:

1. Based on the results of statistical tests on statements on the Promotion variable with the lowest mean (3.14) Promotion of "Boss Café makes tournament game events to increase sales.". therefore the researcher suggests that the promotion used is so important in terms of sales usage, so that sales are right on target as desired by the company such as making online game tournament events which can help bring in visitors from outside the area so that they can be better known by people outside the area, so that the cafe can achieve better and more maximum sales as for the development of the Boss Cafe Bhayangkara company in the future.

2. Based on the results of statistical tests on statements on the Customer Experience variable with the lowest mean (3.02) on "Boss Cafe Bhyangkara provides a beautiful and comfortable atmosphere for customers so that it is pleasing and arousing", therefore the researcher suggests that the atmosphere in the cafe should be improved as in the atmosphere of the open and closed areas as before so that it is more beautiful so that customers can be happy and pleasant when visiting Boss Cafe Bhayangkara, as for these suggestions given because the factor of an attractive location will be able to

provide attraction when looking at the atmosphere of the cafe, so that people will be more interested in visiting.

3. Based on the results of statistical tests on the statement on the Word Of Mouth variable with the lowest mean (3.34) regarding "Boss Cafe provides special offers, on the new product menu to customers", this is what the researcher suggests that it is important to provide new product offers to customers to introduce the advantages that exist at Boss Cafe by means of direct or personal communication so that what the customer wants and needs can be met when making purchases at the cafe.

4. Based on the results of statistical tests on statements on the Purchasing Decision variable with the lowest mean (3.20) regarding "Is the menu choice at Boss Café Bhayangkara always available", therefore the researcher suggests that it is important that the menu equipment at Boss cafe must be maximized so that it is fully available according to the menu list, so that customers when making purchases are not disappointed with the completeness of the cafe menu menu, as long as the cafe completes the menu menu, it shows that Boss cafe can compete with large cafe companies near its area.

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