

## **ABSTRACT**

*Social media are one of the choice to look for recommendation places visit. Furthermore, social media on Instagram, are used to promote business, one of them is a café. From the survey conducted by the Association of Indonesian Internet Service Providers that 87.31% access social media services from 143.2 million Indonesian people who use the internet. Users age are various professions as students, employees, and housewives looking for recommendation, especially cafes to do assignments, meetings, social gathering or eating. In this study the object is a café called Kanz Coffe & Eatery which is located in a rural market in Bandung. There was a decrease in visitors in February 2018 and in the same month there was a deficit in Kanz Coffee. The location of the café is not far from housing, schools and offices. The employees have to serve and make visitors comfortable. The author conducts research The Effect of Sales Promotions on Instagram to purchasing decisions. In addition to sales promotions, there are other variables such as Location and Service Quality, how they affect Purchasing Decisions Customer.*

*This research method is a quantitative method. The population is unknown and must be a customer of Kanz Coffee. Data collecting using a questionnaire. Sample are 101 respondents with purposive sampling techniques. The analysis technique using multiple linier regression analysis.*

*The results showed that the variable that had a positive and significant effect Price Pack, Rebate and Service Quality to Purchasing Decisions. The other hand, Premium, Contest and Location did not affect to Purchase Decision on Kanz Coffee.*

**Keywords** – Sales Promotion, Place, Service Quality, Purchase Decision, Café