

## **ABSTRACT**

*Bojongsoang is home to a diverse range of businesses that attract a wide array of consumers. This competitive environment requires MSMEs in Bojongsoang to implement effective strategies, one of which is enhancing consumer knowledge of their products. Warung Kopi Djoeang is one such coffee shop MSME operating in the Bojongsoang area. In the increasingly competitive coffee shop industry, consumer knowledge of the products offered has become a critical factor influencing purchase decisions. This knowledge includes an understanding of ingredient quality, menu variety, and the unique features that distinguish Warung Kopi Djoeang from its competitors. The aim of this study is to examine the influence of consumer knowledge on purchasing decisions regarding Warung Kopi Djoeang's products in Bojongsoang. This research was conducted using a survey method targeting the coffee shop's consumers. The population of this study comprises customers of Warung Kopi Djoeang, with a sample size of 100 respondents. The research employs a descriptive method with quantitative data, and the data were analyzed using simple linear regression analysis. The results of the study show that there is a real influence between consumer knowledge variables and purchasing decisions.*

*Keywords: Consumer Knowledge, Purchasing Decisions.*