

ABSTRACT

Bandung is the capital city of West Java and one of the domestic and foreign tourist's tourism destinations cities. One of the developed tourism businesses in Bandung is culinary tourism businesses such as cafes and restaurants. One of them is Siete Cafe & Garden, but the fluctuate income of Siete Cafe & Garden does not give the expected results. Based on the writer's observation of mix marketing services performed by Siete Cafe and interview 10 visitors about mix marketing services in Siete Cafe, it can be concluded that the consumer responses to marketing mix services elements is different. Product, price, and physical evidence elements received positive responses from consumers, but the place, promotion, people, and process elements and received the negative responses and have some flaws that felt by the majority of consumers. Based on the description above, the writer is interested in doing research entitled "THE EFFECT OF SERVICE MARKETING MIX TO CONSUMER PURCHASE DECISION IN SIETE CAFE & GARDEN BANDUNG"

The aim of this research are to determine the marketing mix services that implemented in Siete Cafe & Garden, consumer's purchasing decisions in Siete Cafe & Garden after doing mix marketing services, to determine how much influence the marketing mix services (which consists of product, price, place, promotion, people, process, physical evidence) simultaneously and significantly as well as partially and significantly toward consumer's purchasing decisions in Siete Cafe & Garden.

The method which is applied in this research is quantitative method; the data analysis which is used is descriptive analysis, multiple linear regression analysis, and data processing using SPSS software 20.0 version. Based on the results of hypothesis test simultaneously the variable of marketing mix services has positive influence and significant impact on consumer's purchasing decisions in Siete Cafe & Garden, this is proved by $F_{tabel} > F_{count}$ ($10.855 > 2,11$) to the level of $0.00 < 0.05$ significance. Based on hypothesis test partially, the promotion variables and physical evidence are not giving the positive and significant impact on consumer's purchasing decisions. Product, place and people variables are giving positive and significant impact on consumer's purchasing decisions. Price and process variables are giving the significant negative effect on consumer's purchasing decisions. Based on the coefficient obtained marketing mix services is giving the influence on consumer's purchasing decisions amounted to 45.2% and the 54.8% remaining is influenced by other factors that not examined in this research.

The conclusions are the implementation of the marketing mix services in Siete Cafe & Garden has been entered into the category of "good enough" and the consumer's purchase decision has been entered into the category of "good". However there are some good aspects if they do some repairs; the menu price list be clarified, to change location so it's more be visible, and create a social media campaign in a more attractive way, so there are more visitors who are interested in making purchasing decisions in Siete Cafe & Garden Bandung.

Key Words: Purchase decision , Service Marketing Mix