

Abstract

Business in the food sector continues to grow following the development of the market, the development of the business world in the field of food one of sweet food. It's My Cake is one of the business actors in the field of sweet foods. The more competitors, It's My Cake stays firmly at its founding to set up one shop in every city with its superiority. This study aims to determine the effect of promotion mix to the decision of customer purchases to It's My Cake product. This research is expected to produce the level of influence that occurs in accordance with the promotional method used It's My Cake.

This research is done by using quantitative method with likert scale through media questionnaire from customer population It's My Cake taken sample 100 respondents. The data collection techniques used in the media questionnaires, field observations, and interviews. In this study the authors use descriptive analysis, Test T, Test F and Rsquare.

The analysis done on the promotion mix used by It's My Cake has 75% percentage. Meanwhile, consumer decision analysis in making the product It's My Cake Has Persentae 73%. In addition, Fcount (295,960) > Ftable (3,94) and Thitung (17,203) > Ttabel (1,984) with significant value (0,000) <(0.05) were obtained. Thus, it can be stated Promotion Mix has a significant relationship and affect the Decision Purchase on consumers It's My Cake.

Keywords: promotion mix, purchase decision