

ABSTRACT

This research describes the buying decisions of Street Gourmet Bandung using certain variables such as product, price, promotion and place. This research aims to knowing the effect of product, price, promotion and place towards buying decisions of followers Instagram Street Gourmet Bandung, both simultaneously and partially.

The methods used in this research are the quantitative approach to intends of descriptive. The characteristics of data is the primary data of respondent's answers on the questionnaires from 100 followers who were sample to 20.000 instagram followers of @streetgourmet_bdg by month March to June 2017. The data analysis in this research using descriptive analysis and multiple regression analysis. The results of the F test showed that there were a simultaneous effect between variables product, price, promotion and place towards buying decisions of followers Instagram Street Gourmet Bandung. The results of the t test showed that the product variable has not significant to effects towards buyng decisions of Street Gourmet Bandung, price has significant to negative effects towards buyng decisions of Street Gourmet Bandung, promotion has not significant to effects towards buyng decisions of Street Gourmet Bandung. place has significant to positive effects towards buyng decisions of Street Gourmet Bandung

Keywords :marketing mix, product, price, promotion ,place, buying decisions, Street Gourmet Bandung