

ABSTRACT

This research aimed to examine the effect of the marketing mix for Nasi Goreng Mafia product buying interest, with the background Currently the culinary business are so flare. In Indonesia itself has many types of culinary food, whether western foods or traditional foods. Nasi Goreng Mafia is one of the companies in culinary industry. The unique name and some innovation making this companies has a turnover of million of rupiah per month.

Data obtained by spreading questionnaires to the respondents who knew Nasi Goreng Mafia who live in Bandung. The alpha is 10%, so the total sample of 100 respondents to know the Nasi Goreng Mafia in Bandung.

The research's results show that the marketing mix towards buying interest is equal to 72.74%. in this case showed that marketing mix that has done by Nasi Goreng Mafia is successful and get a good buying interest is in a good category. The case is known by the average points, which is 71.56% in other words, people who live in Bandung have a good buying interest. The influence of marketing mix towards buying interest is equal to 67.7%. it means that the influence of marketing mix towards buying interest is already good and have a powerful influence.

Key word: marketing mix, buying interest