

ABSTRACT

The development of café and restaurant in west java increased every year. 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 business such as cafes and restaurant. Restaurant Bebek Garang Baraga branches not only sells products but also give the service to the customers in the selling process their products. To able to compete continuously, Restoran Bebek Garang Braga branches should encourage consumer to make purchasing decisions. The development of the total customer declining to the main factor that to be a problem ini this reaserch. The purpose of this study is to know how to marketing mix and purchasing decision both partially and simultaneously.

This study include descriptive research with an emphasis on casual relationships. The sampling technique used in this study is nonprobably sampling by convenience sampling method. Respondents consisted of 100 consumer branch Restoran Bebek Garang Braga ever made a purchase at this restaurant. This questionnaire has 33 statement. Techniques of data analysis using multiple regression analysis with help of IBM SPSS 22 application.

The survey result revealed that the marketing mix (79,2%) and purchase decisions (77%) belonging category either. Partially variables product (5,6%), price (11,5%), place (8,9%), people (8,6%) and process (4,2%) that significantly effect the purchase decision. While variable promotion (0,6%) and physical evidence (4,7%) not significantly effect the purchase decision simultaneously, marketing mix in this study had a significant effect in purchasing decision at Restoran Bebek Garang Braga branch amounted to 44% while the rest of delightful 56% is affected by other factors not examined in this study

Keyword : Marketing mix, Customer decision, Restaurant Bebek Garang Braga Bandung branch