

ABSTRACT

Bandung is one of the city that designated as a culinary tourism destination of Indonesian. The impact of the many culinary tourism in Bandung are many tourist come and visit to that city. The increase of the many culinary tourism in Bandung also motivate entrepreneurs to develop their business in that city. Businesses that dominates and provides a great opportunity for entrepreneurs that cultivate the culinary business. It can be seen from the increasing the figures of the cafes in Bandung, so that make employers more competitive to attract consumers as much as possible. The One of strategy to attract customers to make purchasing decisions is the promotion mix. Kedai Kandang is the one of the many cafes in Bandung. Through the promotion mix is expected to attract more consumers to buy and increasing consumer demand for products and services offered that have an impact on increasing the company's sales turnover. Therefore, the authors chose a research titled is "Promotion Mix influence to Purchasing Decision at Kedai Kandang Bandung".

The method of this research is descriptive research with a quantitative approach using primary data sources. The population is consumer at Kedai Kandang Bandung in 2016 by an unknown amount. Research studies use Bernoulli method, with a sample of 100 respondents. To analyzing data, the author uses method of simple linear analysis to determine how the promotion mix influence to consumer purchasing decisions at Kedai Kandang Bandung.

The result of that research can be seen that Promotion Mix considered to be good category with percentage of 72,06% and purchasing decision also considered to be good category with percentage of 74,85%. Writer give conclusion that promotion mix significant influence to purchasing decision with percentage of 62,2%, while the affected by other factors that unknown besides of promotion mix with percentage of 37,8%

The Keywords: Marketing Management, Promotion Mix, Purchasing Decision.