

## ABSTRACT

The development in culinary has increased significantly, particularly in Bandung. One example of the uniqueness is dessert. Since the quantity of ice cream selling café increasing, the struggle for income has become tight, this also affect the “Lick Over Lips” (LOL) café. A businessman has to apply the right marketing strategy in order to maintain and improve the business, because it is the stake of a business to compete and survive in this area of business. As a newcomer, LOL keep promotion its product and attract new customer to compete with another café. The aim of this research is to know how the promotion mix and the buying decision process at LOL Bandung happen and how big is the effect of promotion mix to the buying decision process both simultaneously and partially.

The promotion mix strategy; advertising, sales promotion, personal selling, public relation and direct marketing, is hoped to increase the consumer' buying decision process. Promotion mix is a specific blend of advertising, sales promotion, personal selling, public relation and direct marketing that companies use to communicate customer value and build customer relationships.

The research is a quantitative research using descriptive and causal analysis. The data collection method applied in this research is the nonprobability sampling with incidental sampling method with 100 respondents. The data analysis used in this research are analysis descriptive and double regression linear with SPSS 21.

The result of this research shows that: promotion mix is in 'good' category with 71,54% point, the buying decision process is in 'good' category with 80,24% point. Partially advertising give positive and significant effect to the buying decision process with 9,1% point, the sales promotion give negative and significant effect to buying decision process with -5,5% point, personal selling give positive and significant effect to buying decision process with 19,5% point, public relation give positive and significant effect to buying decision process with 13,9% point, direct marketing give positive and significant effect to buying decision process with 12,4% point. According to the determination coefficient value, the promotion mix shows the buying decision process for 49,4% and 50,6% is affected by other factors which are not in the scope of this research.

**Key words:** *Advertising, Buying Decision Process, Direct Marketing, Personal Selling, Public Relation, Sales Promotion*