

## ABSTRACT

The number of restaurants began to increase, thus the industry is a potential business, so that not a few business actors who take advantage of the opportunity to open a business in the food and beverage industry. But not all restaurant that can maintain its existence because of competitive business competition. Marketing strategy in a company is very important, it also determines the progress of a company. To attract consumers to the products and services offered by Bober Cafe it is necessary to have a marketing mix strategy such as product, price, place, promotion, process, physical environment, and people.

This study aims to determine the effect of marketing mix on customers buying decisions at Bober Cafe. Sampling in this study using purposive sampling through the distribution of questionnaires. The analysis technique used is multiple linear regression analysis. Regression model in this research is  $Y = 0,517 + 0,178 X_1 + 0,002X_2 + 0,120X_3 + 0,406X_4 + 0,065X_5 + 0,110X_6 + 0,019X_7$ . The calculation results show that the product, price, place, promotion, process, physical environment, and people simultaneously affect the buying decision. In t test results indicate that product, place, promotion, and physical environment have an effect on customers buying decision at Bober Cafe, while price, process, and people have no effect. The value of R (Coefficient of Correlation) obtained is 0.673 and R Square (Coefficient of Determination) of 0.453 or 45.3%. This shows that the ability of independent variables in influencing the dependent variable is Purchase Decision is 45.3%, and the remaining 54.7% is influenced by other factors.

Keywords: Marketing Mix, Buying Decision