

ABSTRACT

Basically humans have to meet different needs to survive and needs are everything that must be met for survival. Food and beverages are one of the basic human needs. Currently, the Indonesian culinary industry is developing, and the culinary sub-sector accounts for 41.4% of the total contribution of the creative economy, reaching 922 trillion in 2016 which means that this number is the highest number. Marketing mix is part of Marketing Management used as a tool by companies to achieve predetermined targets, it plays an important role in influencing consumers to buy products or services available in the market, so the marketing mix is considered a tool that can indicate the level of marketing success.

This study aims to determine the marketing mix of Co.Choc and Xi Bo Ba products and to determine the differences and advantages of each variable from the marketing mix. The research method used in this study is a quantitative method for this type of research, namely comparative descriptive. The analysis used in this study is a paired sample T-test and uses primary data and secondary data using a non-probability sampling method with purposive sampling type with a total of 100 respondents to determine the marketing mix for Co.Choc and Xi Bo Ba products.

The results of the study found that the results of the marketing mix between Co.Choc and Xi Bo Ba had good results. Shows that the results of the paired sample test obtain a sig value. = $0.000 < 0.05$. Thus, it can be concluded that there is a difference in the promotion mix between Co.Choc and Xi Bo Ba. Co.Choc and Xi Bo Ba products have different marketing mixes and it can be concluded that Co.Choc uses the Process dimension to increase sales by obtaining a percentage of 80.2% and Xi Bo Ba uses the Product dimension to increase sales by obtaining a percentage of 85, 2%.

Keywords: Marketing Mix, Co.Choc, Xi Bo Ba