

ABSTRACT

The emergence of various franchise businesses in Indonesia in the food and beverage sector such as the Haus! trigger market competition in increasing sales through more purchasing decisions among similar competitors. Therefore, a marketing strategy is needed to attract new consumers and retain consumers for business continuity. Therefore, the purpose of this study was to determine the relationship of the 7P's marketing mix to the purchasing decisions of Haus! and to find out the effect of 7P's marketing mix on Haus! in Bandung City. The research method used is quantitative (survey) with a total population of 100 people, using the Slovin formula. The data in this study were sourced from questionnaires and literature studies. Test requirements analysis using validity test and normality test. The analytical method used is the T test, simple linear regression analysis, correlation coefficient, and the coefficient of determination. The results showed that marketing had a positive and significant effect on consumers' purchasing decisions. in Bandung City. Changes in consumer purchasing decision variables Thirsty! in the city of Bandung 46.0% is determined by the marketing mix variable, while the rest is influenced by other variables not examined.

Keywords: Marketing mix, 7Ps, purchasing decisions