

### **ABSTRACT**

*Since the COVID 19 pandemic in 2020, the spread of this virus has continued to increase significantly, resulting in an impact on public health and the Indonesian economy. SME in Indonesia have continued to increase in recent years. SME play an important role in the Indonesian economy.*

*This study aims to analyze the influence of Marketing Mix 7Ps on Consumer Purchasing Decision at Kopi Kuchink Solo. A good and implemented marketing mix strategy will raise consumer purchasing decision in a business sector*

*This study using quantitative method with a type of descriptive-causality research. Sampling is done by non-probability sampling method with the total number of 100 respondents. The data analysis techniques used are descriptive analysis and simple linear regression analysis. As for hypothesis testing using t-test and determination coefficients test.*

*The result of this study stated that the marketing mix 7Ps is proven to have a significant effect on consumer purchasing decisions as evidenced by the t-count value of  $2.828 > t$ -table value of  $1.98447$  and a significance value of  $0.000 < 0.05$ . The magnitude of the influence between marketing mix 7Ps variables on consumer purchase decision variables is 7.5% and the remaining 92.5% is influenced by other factors in other variables that were not measured in this study.*

*Keywords: SME, Marketing Mix 7Ps, Consumer Purchase Decision*