

ABSTRACT

The background of research is the growth of bakery industry which grew by ranking the lowest value in the food industry in 2011 to 2012 with value growth of 4,72%. With the growing conditions, there is an increased turnover of the bakery industry in 2012 to 2014. Bakery products is a kind of industrial of bakery products that contributed the largest turnover which reached 60% of the total turnover of bakery products annually. In Bandung City there are culinary seasoning toasted bread become one of souvenirs from Bandung City. Cari Rasa is the pioneer of the seasoning toasted bread in Bandung, which has started its business since 1960.

The purpose of this study was to determine the effect of the marketing mix on consumer buying decisions Cari Rasa. The method used in this research is quantitative method with the type of research is a descriptive study and causal study. Samples in this research is the consumer Cari Rasa who buy products in store of Cari Rasa, A.Yani Street Number 149 Bandung City. Total of samples taken by 100 respondents by using the techniques nonprobability *sampling* with type of accidental sampling. Data were analyzed using multiple linear regression analysis.

Based on the results of hypothesis testing simultaneous the marketing mix positive and significant effect on consumer buying decisions Cari Rasa. Based on the test results of partial hypothesis that there is one independent variable significant effect, which is price. While the other three independent variables are product, place, and promotion have no significant effect. Result of data processing is known the marketing mix contribute to purchasing decisions of 16.3%, the rest influenced by another factors besides the marketing mix.

Keyword : Marketing Mix, Buying Decision, Bakery Industry, Cari Rasa