

ABSTRACT

The development of cafe and restaurants is growing fastly nowadays. Based on the existing statistical data, in 2013 the number of restaurants located in West Java has reached 2,775 cafe and 589 restaurants. Waroeng Special Sambal is a restaurant which provides Indonesian cuisine that is different from its competitors, which prefers Waroeng Special Sambal chili as the main menu. To be able to compete continuously, Waroeng Special Sambal Jatinangor branches should encourage consumers to make purchasing decisions. The purpose of this study is to know how to marketing mix and purchasing decisions on Waroeng Spesial Sambal Jatinangor branch, as well as to find out how big the effect of marketing mix towards the purchasing decision both partially and simultaneously.

The variables in this study using the theory of Zeithaml et al (2009) for the marketing mix and Kotler & Armstrong (2008) for a purchase decision. Marketing mix variables used are product, price, location, promotion, people, process and physical evidence.

This study include descriptive research with an emphasis on causal relationships. The sampling technique used in this study is nonprobability sampling by convenience sampling method. Respondents consisted of 100 consumer branch Waroeng Special Sambal Jatinangor ever made a purchase at this restaurant. This questionnaire has 35 statement. Techniques of data analysis using multiple regression analysis with the help of IBM SPSS 22 application.

The survey result revealed that the marketing mix (72,29%) and purchase decisions (77,9%) belonging to the category either. Partially, variable product (15,7%), price (10,9%) and process (11,5%) that significantly effect the purchase decision. While variable place (1,4%), promotion (-1,9%), people (0,2%) and physical evidence (1,7%) not significantly effect the purchase decision. Simultaneously, marketing mix in this study had a significant effect in purchasing decisions at Waroeng Spesial Sambal Jatinangor branch amounted to 39,4%, while the rest of delightful 60,6% is affected by other factors not examined in this study.

Keywords : *physical evidence, price, purchasing decisions, place, people, product, promotion, process*