

ABSTRACT

Business development trend changing society encourages companies to compete in today's era of competition in the business, especially considering the Coffee Shop coffee consumption in Indonesia continue to grow in 2014. Marketing usually refers to the four basic elements of the strategy: product (product), price (price), location or distribution (place), promotion or communication (promotion). However, simply using the 4P alone can not semerta necessarily win the competition in the business, if only 4P interface the customer (Customer Interface) can not be formed because of the need to expand the marketing mix by adding P associated with the delivery of services: process (process), physical evidence (physical evidence), people (people). Overall 7P intended to better meet customer needs, competitive market more competitive.

Knowing the purpose of this study is the percentage of each element 7P Coffee Progo (product, price, place, promotion, people, process, physical evidence) Knowing the value of the marketing mix Coffee Progo Bandung Jalan Sumatra, is good or not.

The results using quantitative descriptive method with Kopi Progo customer respondents showed that the overall average of the percentage of each sub variable marketing mix on the road Sumatra Coffee Progo Bandung figures obtained by 71.70% this indicates THAT overall marketing mix is good.

Keywords: Marketing, Marketing Management, Services Marketing, Marketing Mix, Marketing Mix services.