

Abstract

The business world in Indonesia's growing every year. This leads to increasing competition. So that companies are able to compete, companies must use a different marketing concepts from competitors. One of the marketing concept that can be used is the product differentiation, and product innovation. Differentiation is the action taken by the company to attract buying interest from consumers by providing the products produced differences with competitors' products. It should be able to provide more value to customers by providing added value that makes customers reason for making purchasing decisions on such products. Then the product innovation will also generate a new product or product line extension is conducted through planning a good product that will produce new quality products. In addition to these two methods the purchase decision process is also a very important thing to note company, because the consumer buying decision process greatly affect the survival of the company. The purchase decision process itself is an important aspect in marketing for the consumer to make a purchase or do not purchase based on the decisions they charge.

The purpose of this study was to determine how product differentiation, product innovation, and consumer buying decision process is carried out at the cafe Bandung Mie Merapi in the year 2016. This type of research used in this study was a descriptive study, using sampling techniques, the validity and reliability , By sampling is the consumer cafe Merapi Mie Bandung or respondents who had visited Cafe Noodle Merapi.

Based on this study showed that the differentiation of products made in merapi Noodle Café have a percentage of 66.76% diimana scores included in the classification is quite good. While product innovation at Café Mie Merapi score of 70.02% which is included in both classifications, and consumer buying decision process that occurs at Merapi Noodle Café have a percentage of 70.08% is included in

both classifications. We recommend Café Mie Merapi should further enhance the return of product differentiation and product innovations at Café Mie Merapi in order to further enhance the consumer buying decision process.