

ABSTRACT

Business world in Indonesia is increasing especially business in the field of culinary. The situation makes culinary business people must continue to make improvements and innovate to add and retain customers. Basically, the increasing number of culinary business that popping up the more gives a choice for consumers to choose food products in accordance with the tastes and expectations. Choices for consumers to choose food products in accordance with tastes and expectations. Currently, in Indonesia there are several culinary entrepreneurs who provide a variety of food choices. From traditional to modern. Waroeng Spesial Sambal 'SS' is a culinary business that focuses on the crown of Indonesian dishes, namely sambal. Every company in running its business always try to give maximum value to customer. However, the value given does not always match what every customer is expecting, because each customer has a different expectation perception. This study aims to determine the effect of marketing mix to customer value on Warung Spesial Sambal (SS) Jatinangor Sumedang.

The research method used is quantitative research. The type of research used in this research is descriptive and causal. Scale used Likert Attitude Scale. The population in this research is Waroeng SS Jatinangor Sumedang. The technique of data analysis using multiple linear regression analysis.

Based on the results of this study, it can be concluded that the marketing mix on Waroeng SS Jatinangor Sumedang is in good category, the customer value in Waroeng SS Jatinangor Sumedang is in good category, and the marketing mix has a significant influence both simultaneously and partially to customer value variable at Waroeng SS Jatinangor Sumedang.

Keywords: Marketing, Marketing Mix, Customer Value.