

ABSTRACT

The culinary industry in Bandung always increases every year. Various types of fashion, attractions, trends to culinary created from the city of Bandung. The culinary industry in Bandung is always growing every year. Warnase Upnormal see this as an opportunity. This study aims to see how much influence against Warunk Upnormal Bandung

This research method is descriptive by using quantitative approach, where data obtained from questionnaire. Sampling technique in this research is Nonprobability sampling. Questionnaires were distributed to 100 respondents who had made a purchase decision. Data analysis technique used is multiple linear regression analysis.

Based on the results of hypothesis testing significantly to the purchase decision on Warunk Upnormal. This is evidenced by the value $F_{count} > F_{table}$, which is $32.502 > 2.31$. Based on the aforementioned matters in this study.

Based on the results of multiple linear regression test, the researchers concluded the existence of positive influence on pregnant women. The biggest influence of traffic advertising with public relations, direct marketing, personal selling, and sales promotion

Keywords: promotion mix, purchase decision process