

## **ABSTRACT**

*Café Kesini Geura is one of the café engaged in the culinary field, at Cemara Street No 32 Sukajadi Village, Pasteur district, 40161. The purpose of this research is to determine the effect of service marketing mix on consumer purchasing decision process at Café Kesini Geura.*

*The research method used is quantitative research method. The research design used in this research is descriptive and causal research. The population in this research is the visitor of Café Kesini Geura Bandung and the sample in this research is determined by using Bernoulli formula, so that the sample number of 100 respondents is obtained. Data analysis technique in this research is multiple linear regression analysis.*

*The results showed; (1) Service Marketing Mix Café Kesini Geura based on Product, Price, Place, Promotion, People, Physical evidence and Process are in good category; (2) The decision process of Café Kesini Geura based on the dimension of recognition of needs, information search, alternative evaluation, purchasing decision process, and post-purchase behavior are in good category; (3) Product (X1) partially significant effect on purchasing decision process; (4) Price (X2) partially has no significant effect on the purchasing decision process; (5) Place (X3) partially has no significant effect on the purchasing decision process; (6) Promotion (X4) partially has no significant effect on the purchasing decision process; (7) People (X5) partially have no significant effect on the purchasing decision process; (8) Physical Evidence (X6) does not partially affect the buying decision process; (9) Process (X7) partially has no significant effect on the purchasing decision process; (10) Then in the simultaneous test F (Test F), the marketing service mix significantly influences the dependent variable of the purchasing decision process.*

**Keywords:** *Service Marketing Mix, Consumer Purchasing Decision Process, Café Kesini Geura Bandung.*