

ABSTRACT

In recent months in Indonesia there is a phenomenon where many artists of the capital who opened a typical culinary business area or called by souvenirs. There are more than 30 artists who open cake shop business in various regions. In fact, some artists open stores in the same area. One such area is the city of Bandung.

Tight competition in the culinary industry makes each business actor trying to build and maintain customer loyalty. To survive amid intense competition the company does the strategy. One strategy that can be used to influence purchasing decisions is the marketing mix strategy.

The purpose of this study was to determine the effect of marketing mix on buying decisions Bandung Makuta Cake partially and simultaneously. The research method used is quantitative method with descriptive and causal research. The population in this study are consumers who have made a purchase on Bandung Makuta Cake with a sample of 100 respondents. Sampling is done by non probability sampling method that is incidental sampling. Data analysis techniques use multiple linear regression.

The marketing mix of Bandung Makuta Cake has a percentage of 73.3%. This shows that the marketing mix made by Bandung Makuta Cake is in good category. Purchase decisions are included in either category with a percentage value of 74.1%. The result of this research partially from whole there is influence of marketing equal to 79,20%. Simultaneously marketing mix have positive and significant effect to buying decision equal to 79,4% while the rest 20,6% influenced by other variable.

Keywords: Marketing Mix, Multiple Linear Regression, Purchase Decision