

ABSTRACT

Culinary becomes a favorite industry to attract tourists in Bandung. One of many culinaries in Bandung is Infinito Culinary that originally located in Jl. Cibunut Utara No.16, then move to Jl. H. Wasid No.11 in 2017. After moving the location, revenue gained a significant increase. And a variety of marketing strategies are very unique, these are product, price, place, promotion, process, people, and physical evidence of Infinito Culinary. All of them are mixed in the strategy of marketing mix. So, this study was conducted to determine how marketing mix affects purchasing decision process on Infinito Culinary.

This study uses descriptive research method type of causal relation. The sampling technicque used was non-probability sampling type of incidental sampling, with the total number of 100 respondents. Descriptive analysis and simple regression analysis were used as the technique of data analysis.

Based on the results of hypothesis testing simultaneously, marketing mix influence the purchase decision process on Infinito Culinary significantly, prooven by $F\text{-count} > F\text{-table}$ ($27,030 > 3,94$) with a significance level $0,000 < 0,005$. Based on the coefficient of determination showed that marketing mix was able to explain 21.6% purchasing decision process and the remaining 78.4% influenced by other factors not examined in this research such as service quality, product quality and word of mouth. The conclusion of this study, marketing mix and purchase decision process on Infinito Culinary are categorized as “good”.

Keywords : Marketing Mix, Purcashing Decision Process, Descriptive Causal, Non-Probability Sampling, Incidental Sampling