

ABSTRACT

Based on the Bandung City Central of Statistics, there are more than 500 culinary business and Warung Misbar is one of them. The rapid development of business in the culinary field resulted in a change in consumer behavior, businesses engaged in the same field should be able to implement strategies that can maintain and develop their business because marketing as the spearhead of a company's success in order to survive and compete with other companies. In increasing competition, each company must be able to become superior among competitors.

The competition that occurs makes Warung Misbar have to excel in competition, one of which is through tactical planning. This tactical planning uses the concept of the marketing mix (Marketing Mix), the variables contained in the marketing mix, namely Product, Price, Place, Promotion, Process, People, Physical Evidence (Physical Evidence). This research uses quantitative methods with descriptive research type. Using non probability sampling techniques; purposive. Samples taken from this study were 100 people who had visited Warung Misbar, Bandung City. From the research results it can be concluded that not all elements in the marketing mix have a significant influence on purchasing decisions at Warung Misbar.

In this study, the elements of the marketing mix that have a significant effect on purchasing decisions are product variables with a t value of 4.244; price variable with t count of 2.291; promotion variable with t count of 2.563; and the variable person with t count of 2.195. From this research, the regression model $Y = 4.417 + 0.485X_1 + 0.389X_2 - 0.194X_3 + 0.462X_4 + 0.173X_5 + 0.467X_6 + 0.335X_7$ means that the value of the Purchase Decision at Misbar's Stalls is without 7 independent variables. The value of 4,417 is divided by 7 items of questionnaire statement about the purchase decision so that the result is 0.631. From these results it is concluded that the Purchase Decision at Misbar's Stalls is 0.631 if there is no marketing mix variable (Product, Price, Place, Promotion, Process, People, and Physical Evidence). The results of R² explain that 68.89% of the purchasing decisions at Warung Misbar are influenced by the marketing mix, while the remaining 31.11% are influenced by other factors that are not examined such as brand awareness, brand image, and service quality.

Keywords: Marketing Mix, Purchase Decisions