

ABSTRACT

Drinks and food are essential needs for humans to be able to continue and survive., Then in Indonesia, bubble tea drinks are currently on the rise and the potential for tea to develop is very large, because Indonesian people like to drink tea and like sweet things. In addition, the food and beverage industry is an industry in the non-oil and gas processing sector GDP which has the largest contribution. This condition stimulates and causes the franchise business to grow rapidly. Increased opportunities and consumption of bubble tea drinks stimulate the emergence of new competitors, so that in facing this competition, companies need to develop marketing mix tactics that are appropriate and in accordance with consumer needs.

This study aims to determine the effect of the marketing mix with 7P dimensions (product, price, place, promotion, people, process, and physical evidence) on purchasing decisions at Chatime on students in the city of Bandung and how much influence it has simultaneously and partially.

The sampling technique used in this research is non-probability sampling with purposive sampling method. The samples taken in this study were 400 respondents who had bought Chatime products. The data analysis used is descriptive analysis and multiple linear regression analysis with the help of SPSS 23.

The results of this study indicate that there is an influence of product, price, place, promotion, people, process and physical evidence that has a significant positive effect on purchasing decisions partially based on hypothesis testing (T test), while the results of the simultaneous test show that product, price, place, promotion, people, process and physical evidence have a significant effect on purchasing decisions simultaneously.

Based on the results of this study, it is recommended to improve product, price, place, promotion, people, process, and physical evidence as dimensions that influence consumer purchasing decisions by improving product texture, improving timing according to consumer needs, paying more attention to and arranging the room. Both from the outside and from inside Chatime as well as maintaining cleanliness, considering the parking area to the outlet to be more adequate, reviewing the Standard Operating Procedures for Chatime employees to serve consumers, streamlining the prices offered by reducing operational costs, and optimizing promotion channels through social media TikTok. So it is hoped that if the dimensions of product, price, place, promotion, people, process, and physical evidence are improved, it will improve consumer purchasing decisions.

Keywords: *marketing mix, purchase decision*