

ABSTRACT

Along with the development of the times, consumers are increasingly selective in determining the cafe they want to be a place to eat and gather. This makes it necessary to do various ways so that consumers do not turn to other competitors. Until now, the number of coffee shops in Jatinangor continues to grow, giving rise to increasingly fierce competition. The success of a company in achieving its goals is influenced by the company's ability to introduce its products and prices. market conditions. The type of research in this discussion uses a descriptive research type, the method used in this research is a quantitative research method.

Based on the results of research on the effect of marketing mix on purchasing decisions. The conclusions obtained by researchers, the 7P marketing mix is in the very good category with an average of 88.2% and purchasing decisions are in the good category with an average percentage of 83.3%. Based on the results of the research on the t test that the product, price, place, promotion, process variables have a significant effect on purchasing decisions, of all these variables there is one variable that has the greatest influence on consumer purchasing decisions, namely the price variable, which means that if the variable is increased then the decision variable purchases at coffee shops in Jatinangor District will increase.

Keywords: marketing mix (7p), purchase decision, coffee shop