

ABSTRACT

The food and beverage (FnB) business is an industrial sector that continues to develop over time. Business (FnB) also plays an important role in the economy in Indonesia. This research aims to analyze the influence of the 7P Marketing Mix on Purchasing Decisions at the Aceh Gayo Coffee Shop. A good and implemented marketing mix strategy will create consumer purchasing decisions in a business sector.

This research uses descriptive quantitative research methods. Sampling is carried out by type non-probability sampling with method accidental sampling with a total of 100 respondents. The data analysis techniques used are validity and reliability tests, descriptive analysis, classical assumption tests, and simple linear regression tests using SPSS software. Meanwhile, for hypothesis testing, we use the partial test (t test) and the coefficient of determination test (R-Square).

The research results show that the 7P marketing mix (product, price, promotion, place, people, physical evidence, and process) is proven to have a significant influence on purchasing decisions at the Aceh Gayo coffee shop as evidenced by the calculated t value $> t$ table ($19,371 > 1.98$) and significance value ($.000 < 0.05$). The magnitude of the influence between the 7P Marketing Mix variables on the Purchase Decision variable is 79.3% and the remaining 20.7% is influenced by other variable factors not examined in this research.

Keywords: *Marketing Mix, Purchase Decisions, Marketing.*