

ABSTRACT

Nowadays, the development in culinary business is increasing rapidly. The massive development in information and technology make the competition in this business become tighter. Bandung is one of the city in Indonesia is famed as the city of culinary, because not only offering traditional food, but also international food, one of them is Ramen. There are a lot of Ramen café/restaurant in Bandung one of the example is Mie Reman Braga. Since the number of Ramen café is increasing, the income of Mie Reman Braga become fluctuate. In order to keep the income steadily or even increasing, the correct marketing mix strategy; product, price, place, promotion, process, people and physical evidence, can be implemented to make the consumer make a buying process.

This research is conducted to know how the marketing mix and buying decision process in Mie Reman Braga and how the marketing mix make the effect in buying decision process simultaneously or partially.

This research belongs to quantitative research. Based on the purpose this research is a descriptive and causal research. The data collection method applied in this research is the nonprobability sampling with incidental sampling method with 100 respondents. The data analysis used in this research are analysis descriptive and multiple regression linier with SPSS21.

Based on the marketing mix, Mie Reman Braga is in 'good' category (71,47%) and the buying decision process is in 'good enough' category (65,16%). From the hypothesis test the mix simultaneously give positive and significant effect to buying decision process with value of $f_{count} > f_{table}$ ($16,081 > 2.11$) and signification < 0.05 ($0,000 < 0.05$). Based on partially hypothesis test, promotion give the most positive and significant effect to buying decision process with t_{count} (4.620) $> f_{table}$ ($1,986$) with signification (0.000) < 0.05). Based on the determination coefficient value, the marketing mix shows the buying decision process 55%, the rest 44% is affected by another factor out of the scope of this research.

Keywords: Buying decision process, marketing mix.