

ABSTRACT

With the current fast food industry, the greater competition nowadays, so that fast food restaurants are increasingly aggressive to make new innovations in their products and pay attention to what is needed by consumers so that it can attract consumers to get or buy their products. Thus, the company must pay attention to the needs of consumers as in the taste of the product, how the presentation to consumers and services provided to the company's customers. This study aims to determine how the influence between marketing mix of consumer buying interest in KFC Cabang Buah Batu, Bandung.

This research uses quantitative methods and the type of research used is descriptive and causal. Sampling technique used in this study is Non Probability Sampling with incidental sampling, with the number of respondents as much as 100 respondents. The test conducted in this research is the validity and reliability test, normality test, heteroskedasticity test, and F test. The data analysis used was descriptive analysis and simple linear regression analysis with the SPSS 20.

Marketing mix on KFC Cabang Buah Batu, Bandung has a percentage value of 82,56%. Consumer buying interest has a percentage value of 77,88%. The result of this research is marketing mix consisting of product, place, price, promotion, people, process, physical evidence, packaging and payment partially have positive and significant effect to consumer buying interest equal to 46,2% while the rest equal to 53,8% influenced by other variables not examined in this study. Suggestions for further research is to conduct research on similar companies in the field of fast food restaurants that have good quality products such as McDonalds, Richeese and Hoka-Hoka Bento so that the results of this study can be used as a comparison.

Keywords : Marketing Mix, Consumer Buying Interest.