

ABSTRACT

The development of the cafe business in Indonesia today, especially in big cities, is growing rapidly. Many entrepreneurs have sprung up who open café businesses with various concepts or ideas created to attract customers from various circles. Cafes have now become a lifestyle of society and the varied needs of consumers and followed by the creativity and willingness of cafe makers to provide and meet the needs of the community, this makes it easy for consumers to find a place to relax in the form of a cafe. Not only in big cities, it has also penetrated into small cities such as Payakumbuh City, one of which is Skyways Coffee & Creative Space which offers a unique concept compared to other cafes, not only serving a variety of coffee, but also providing space for visitors to create and collaborate. However, Skyways Coffee & Creative Space is facing the challenge of declining sales in the last one-year period. Customer reviews and pre-surveys indicated a significant gap between customers' perceptions of the marketing mix and the quality of service they received.

This study aims to determine the analysis of the effect of marketing mix and service quality on purchasing decisions at Skyways Coffee & Creative space Payakumbuh. This research uses quantitative methods with descriptive research types. In this study, sample respondents were taken using non-probability sampling techniques with a total sample of 300 respondents. In processing the data, it was analyzed through data analysis techniques and multiple linear regression analysis research using SPSS.

The results of this study indicate that the marketing mix and service quality are in the good category. Based on the results of hypothesis testing, it can be concluded that the marketing mix and service quality variables partially and simultaneously have a significant influence on purchasing decisions. Further research is needed to identify other factors that may play a role, such as purchasing power, competitor influence, loyalty programs and the application of digital technology in improving product innovation, promotion, and service efficiency.

Keywords: *Marketing Mix, Service Quality, Consumer Purchasing Decisions*