

ABSTRACT

Café LOL (Lick Over Lips) is one of the café engaged in the culinary field, especially dessert at Emong road No. 20A Bandung. Based on research, researchers found problems related to the less optimal of consumer purchasing decisions due to the less optimal implementation of the marketing mix in the café LOL (Lick Over Lips) Bandung.

The method used is descriptive analysis method. Data collection techniques used data sourced from primary and secondary data that includes observation of non - participants, structured interviews and questionnaires to the respondents and literature study. The data analysis technique is testing the research instrument by means of the validity and reliability of the instrument, while the data analysis using simple linear regression, Pearson product moment correlation, hypothesis testing and coefficient of determination.

The results of correlation analysis using product moment pearson correlation formula obtained 0.784 correlation values, included into the category of a strong relationship, the coefficient of determination of 61.5% and the remaining 38.5% is influenced by other unidentified factors. The hypothesis test (t test) found t-count at 12.19, while the t-table is equal to 1,658, the degree of confidence at 95% with a 5% error ($\alpha = 0,05$), so that the t-count is larger than t-table and significant. Then the marketing mix has a positive and significant impact on consumer purchasing decisions at the café LOL (Lick Over Lips) Bandung. Challenges that experienced by café LOL (Lick Over Lips) is the limited cost both to promote large - scale as well as to find a strategic location, not made work uniforms for employees because the café owners plans to recruit new employees, the employee recruiting hard to get loyal employees, their fault on the peck in the process of making products that carried out by employee and the delay in delivery of raw materials for the manufacture of products.

Advices that researchers could suggest is to cooperate with investors or partner to invest in the café, working uniforms should be made as attractive as possible so that employees look neat and unified in the eyes of consumers, providing motivation, give reward to employees that are hard at work and make the stages of manufacture of products and have to record the raw material stock to determine the stock of raw materials available.

Keywords : Marketing Mix Services, Consumer Purchase Decision