

## ABSTRACT

*Café Anjis Bandung is an emerging culinary efforts situated Jl Bengawan No. 34 Bandung. Based on the survey results revealed that there are problems with respect to consumer purchasing decisions are thought to be caused by the marketing mix of services performed by Café Anjis Bandung like product, promotion and people who have not been implemented optimally.*

*The method used is descriptive method of analysis, data collection techniques with non-participant observation, structured interviews and questionnaires to 30 respondents were selected at random. Analysis of the data used is the Spearman rank correlation coefficient.*

*The results showed that the conditions of service marketing mix Anjis Café Bandung in general can be said to be in optimal condition views of product, price, place, promotion, people and physical evidance, but still there are problems in the process. As for the condition of consumer purchase decisions in general can be said to have optimal views of the introduction of requirements, evaluation of alternatives, and post-purchase behavior. But still there are problems in terms of purchasing decisions and information retrieval. The magnitude of the effect of marketing mix found on consumer purchasing decisions Anjis Café Bandung to 72.5%. The remaining 27.5% is influenced by other factors not identified, such as the number of tourists the area of Bandung, weather and month-end period.*

*The suggestions to the researchers pointed out, among others Café Anjis Bandung should carry out the marketing mix that has not been fully carried out by Café Anjis Bandung, products, people and promotion. Café Anjis Bandung should pay attention to things about keputusan purchases that have not been fully carried out by Café Anjis Bandung regarding management Café Anjis Bandung should do the marketing mix is not optimum done by Café Anjis Bandung, namely in terms of products, people and promotion so Café Anjis Bandung expected conscientious in fulfilling what is desired by the consumer in order to increase sales at Café Anjis Bandung.*

*Keywords: Marketing Mix services, consumer purchasing decisions*