**ABSTRACT**

Suis Butcher Bandung Setiabudi is one restaurant that sells a wide variety of western food products. In its business activities the researcher found some problems in the recognition of the problem and information retrieval.

The method used is descriptive research method. Data collected by the research literature and field research such as interviews, observation, non-participant, and questionnaires samples were taken from 20 respondents, the respondents in the study is that consumers Setiabudhi Suis Butcher Bandung. At the stage of data analysis are used to test the validity, reliability test, simple linear regression, Spearman rank correlation coefficient, hypothesis testing and coefficient of determination.

Based on the calculation, the correlation coefficient of 0.732. This suggests that the effect of marketing mix on consumer purchasing decisions in Suis Butcher Bandung Setiabudhi tend to be strong, judging by the coefficient of determination obtained by 53.58% while the remaining 46.42% influenced by other factors outside the research.

Obstacles faced including the following: media campaign that has not been intensively conducted and the lack of innovation menu so that the menu on Suis Butcher lack of consumer interest. While efforts are: Suis Butcher Setiabudhi Bandung promote through social media such as websites, facebook, instagram and Suis Butcher evaluate the menu every three months and receive criticism and suggestions from consumers to the existing menu.

The suggestions to researchers saying is Suis Butcher Setiabudhi Bandung continue to renew existing posts in social media, companies should emphasize the promotion section to be known by the broad consumer, employees who hold social media accounts is better not to use language that is too raw in its post, presentation of the dishes are more interesting to follow the trend in order to dish more beautiful and more tempting, giving variations new menu in order to boost consumer interest in buying, giving lessons to the chef for the improvement of skills and adaptation to the new menus as well as provide training to employees kitchen the other, the whole dish to be served must approved chef and be checked first whether it is appropriate to be presented to the consumer or not, always provide the best dishes so that consumers are satisfied.

Keywords: Marketing Mix and Consumer Purchase Decision