**ABSTRAK**

**Cafe Saga merupakan salah satu bidang usaha kuliner yang tengah berkembang terletak di Jl. Lombok no.8 Kota Bandung. Berdasarkan hasil penelitian diketahui bahwa terdapat permasalahan sehubungan dengan keputusan pembelian konsumen yang diduga disebabkan oleh bauran pemasaran jasa yang dilakukan oleh Cafe Saga Bandung seperti promosi, place yang belum diaksanakan secara optimal.**

**Metode penelitian data melalui penelitian kepustakaan dan lapangan meliputi: wawancara terstruktur, observasi non-partisipan, penyebaran kuesioner melalui teknik sensus dengan 60 responden. Untuk analisis datanya digunakan uji validitas dengan penggunaan MSI (methode Succes of Interval) dimana data dengan skala ordinal harus diintervalkan, uji reabilitas, uji regresi liner sederhana, uji koefisien korelasi Rank Spearman, dan uji koefisien determinasi.**

**Berdasarkan data yang diperoleh dari hasil penelitian, menunjukan bahwa adanya pengaruh bauran pemasaran jasa terhadap keputusan pembelian konsumen menurut uji regresi liner sederhana sedangkan menurut analisis koefisien korelasi Rank Spearman sebesar 0,797% dengan N=60. Artinya antara bauran pemasaran jasa terhadap keputusan pembelian konsumen memiliki hubungan yang sedang. Selain itu didapat pula koefisien determinasi sebesar 63,521%. Hal ini menunjukan bahwa bauran pemasaran jasa terhadap keputusan pembelian konsumen sisanya sebesar 36,479% adalah faktor lain seperti : kualitas pembelian, harga,**

**Saran-saran yang dapat peneliti kemukakan antara lain Cafe Saga Bandung seharusnya melakukan bauran pemasaran jasa yang sepenuhnya. Menurut manajemen, Cafe Saga Bandung harus meningkatkan layanan yang optimal seperti : produk, promosi, dan lokasi sehingga diharapkan Cafe Saga Bandung teliti dalam memenuhi apa yang di inginkan konsumen agar bisa meninggakatkan penjualan yang lebih baik lagi utuk Cafe Saga Bandung.**

***ABSTRACT***

**Saga Cafe is the one of developing culinary business line which located in lombok street no. 8, Bandung. According to research result, we have found that there’s a problem about consumer buying decision which allegedly caused by service marketing mix that performed by Saga Cafe Bandung, such as product, promotion, and location which currently not held in optimal way.**

**Data collection technique are conducted by literature studies and field studies as covered: structured interview, non-participant observation, questionnaire deployment through sensus technique with 60 respondents. For data analysis, validating test were conducted with the used of MSI ( Methode Success of Interval ) which data with ordinal scale must be transformed into interval form, reability test, simple linear regression test, coefficient coleration of Rank Spearman, and determinant coefficient test.**

**According to retrieved data from research result, its showen that there were an influence of services marketing mix to consumer buying decision in accordance to simple linear regression test, whereas referred to analysis of coefficient coleration of Rank Spearman in amount of 0,797% with n = 60. That means, between services marketing mix to consumer buying decision have a moderate relationship. futhermore, determination coefficient have discovered in amount of 63,521%. It showed that services marketing mix to consumer buying decision have the 36,479% left which could be an impact from another factor like purchase quality and price.**

**Several suggestions from researcher are elaborated as follows: saga cafe bandung should condcut a services marketing mix which currently not fully performed. In management perspective, Saga Cafe Bandung should optimally increase the service marketing mix. That is, very important to inrease the quality of those product, promotion, and place, so Saga Cafe Bandung could be expected scrupulous in fulfilling what consumer want to increase their revenue of saga cafe bandung.**

**ABSTRAK**

**Cafe Saga mangrupa salah sahiji widang usaha kuliner anu keur ngembang tempatna di jl. Lombok no.8 Kota Bandung. Dumasar kenging panalungtikan dipikanyaho yen aya masalah sahubungan kalawan kaputusan pembelian konsumen anu disangka jalaran ku bauran pamasaran jasa anu dipigawe ku Cafe Saga Bandung sapertos promosi, tempat anu teacan dilaksanakeun sacara optimal.**

**Teknik ngumpulkeun data na ngaliwatan panalungtikan kepustakaan sarta lapang ngawengku: wawancara terstruktur,observasi non-partisipan, sumebarna kuesioner ngaliwatan teknik sensus kalawan 60 responden. Kanggo analisis data na nganggo uji validitas kalawan pamakean MSI(method success of interval) dimana data sareng skala ordinal kedah diintervalkeun, uji reabilitas, uji regresi linier sederhana, uji koefisien korelasi rank spearman, sarta koefisien determinasi.**

**Dumasar data anu ditampa ti kenging panalungtikan, nembongkeun yen kitu kaayaanana pangaruh bauran pamasaran jasa ka kaputusan pembelian konsumen nurutkeun uji regresi linier sederhana sedengkeun nurutkeun analasisi koefisien korelasi rank spearman saageung, 0,797 kalawan n=60. Hartina antawis bauran pamsaran jasa ka kaputusan pembelian konsumen ngabogaan hubungan yang sedang. Sajaba ti eta dipibanda deui koefisien determinasi sagede 63,521% perkawis ieu nembongkeun yen bauran pemasaran jasa ka kaputusan pembelian konsumen sesana sagede 36,479% nyaeta faktor sanes sapertos : kualitas pembelian , harga**

**Saran anu tiasa ku peneliti kamukakeun antara lain Cafe Saga Bandung kedahna ngalakukeun bauran pamasaran jasa anu sapenuhna. Saur manajemen Cafe Saga Bandung, ngaronjatkeun layanan anu optimal sapertos : produk, promosi, sarta lokasi sehingga diharapkan Cafe Saga Bandung taliti dina nyumponan naon anu dipikahoyong konsumen supados tiasa ngaronjatkeun penjualan anu langkung sae dei kanggo Cafe Saga Bandung.**