

ABSTRACT

Alfredo Sawito (01120100035)

MARKETING MIX INFLUENCE REGARDING FOOD PURCHASE ON BONCAFE RESTAURANT IN SURABAYA (A CASE STUDY ON BONCAFE RESTAURANT)

(44 pages + 6 figures + 14 tables + 3 Appendices)

Boncafe Steak & Ice Cream is a restaurant specializing in steak menus that prioritize the taste and quality of the best cuisine. Boncafe Steak & Ice Cream is not only a place to eat with a cozy atmosphere, but also a recommendation venue for private or corporate event perayaan. Like birthday parties, engagements and wedding and gathering. Therefore, the researcher has planned to analyze the factors influencing buying decision of the Consumers in Boncafe Restaurant Surabaya.

One hundred respondents were given a questionnaire using a six point Likert Scale. 3Hypthesis were analyzed using the multiple regression models. The result of this study showed that Product, Price, and Place affects Buying decision.

The recommendation for future researchers is to add or change the variables in this study to see from different perspectives and gain new insight. For Boncafe Restaurant, this study can be used for evaluation purposes to further improve their marketing strategies and learn more about their consumers behavior.

Keywords: Product, Price, Place, Buying decisions, Boncafe Restaurant

References: 50 (1950 – 2017)

Acknowledgements

First and foremost, I am grateful to the God for the good health and wellbeing that were necessary to complete this book.

I wish to express my sincere thanks to **Dr. Ronald S., S.T., M.M.**, Dean of the Faculty, for providing me with all the necessary facilities for the research.

I place on record, my sincere thank you to **Amelia, S.E, RFP-I, M.M.** Head of the Management Study Program, for the continuous encouragement.

I am also grateful to **Oliandes Sondakh, S.E., M.M.** and **Hananiel M. Gunawan, BA., MBA.**

, My Advisors and Lecturers, in the Department of Internasional Business Management. I am extremely thankful and indebted to them for sharing their expertise, and sincere and valuable guidance and encouragement extended to me all this time and never stopped believing in me that I can actually achieve and complete my university studies.

I take this opportunity to express gratitude to all of the Department faculty members for their help and support. I also thank my parents for the unceasing encouragement, support and attention. I am also grateful to my partner who supported me through this venture. And all of my friend's whom some already went ahead before me I wish nothing but the best for you all and may success and blessing be upon you all and thank you for the time we have shared together and has become a part of my memory.