

THE ROLE OF MARKETING MIX (7P) FOR CONSUMER BUYING DECISION PASTRY CAKE IN MALANG CITY

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ABSTRACT

Purpose – *The study seeks to examine which Marketing Mix (7P) variables influence on consumer buying decision to pastry cake. This paper aims to explore seven variables of Marketing Mix (7P): product, price, place, promotion, people, process, and physical evidence.*

Design/methodology/approach – *The research was founded on a quantitative field study, quota sampling method, whose sample was comprised of 55 consumers from Patisserie “The Harvest” in Malang.*

Findings – *The findings among the entire sample imply that marketing mix (7P) which consist of the product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) simultaneously influence significantly to Pastry Cake’s consumer buying decision in Malang and consumer buying decision is positively influenced by all of the variables. The variable physical evidence partially dominant significantly influencing consumer buying decision to pastry cake.*

Originality/Value – *These findings indicates that Marketing Mix (7P) can play important role on consumer buying decision. Consumers very sensitive on the prices and expects to get more promotion with interesting event. In term of managerial implications, keep and maintaining the quality of product and service, search strategies place, set operational and financial as well as possible, make interesting event for promotion. Patisserie should make adjustments by purchasing power of the community.*

Keywords: Marketing Mix (4P), Consumer Buying Decision, Patisserie, Pastry Cake, Malang City

INTRODUCTION

Malang is city in East Java, Indonesia. Malang known as the city of education or students and tourism city. In Malang population increase from year to year because newcomer to education and tourism. From Dinas Kependudukan dan Pencatatan Sipil Kota Malang.s data, Malang’s